

1. Record Nr.	UNINA9910254934003321
Titolo	Managing Media Firms and Industries : What's So Special About Media Management? // edited by Gregory Ferrell Lowe, Charles Brown
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-08515-8
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (379 p.)
Collana	Media Business and Innovation, , 2523-319X
Disciplina	650
Soggetti	Industrial management Organization Planning Industrial organization Media Management Industrial Organization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Forward -- Introduction -- Part I: Scholarship and Distinction -- Part II: Governance and Accountability -- Part III: Business and Economics -- Part IV: Products and Markets -- Part V: Leadership and Labour.
Sommario/riassunto	This volume provides rich insight into the nature and practice of media management. Contributions assess the degree to which management of media firms requires a unique set of skills, highlighting similarities and differences of media firms compared with other industries in terms of management practices, HR development and operational aspects. Success and limitations of research on media management theory is evaluated, both drawing on management theory and examining insights from other disciplines. Dimensions for future research are considered along with practical implications for media managers and corporate structures. The book serves as a valuable reference for researchers, advanced students and practitioners in media industries.