

1. Record Nr.	UNINA9910427056603321
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Titolo	Media management : strategy, business models and case studies // Bernd W. Wirtz
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2020] ©2020
ISBN	3-030-47913-7
Edizione	[2nd ed. 2020.]
Descrizione fisica	1 online resource (XII, 315 p. 141 illus., 28 illus. in color.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	302.23068
Soggetti	Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foundations of media management -- Characteristics of media management -- Value-creation systems of media enterprises -- Functions of media management -- Business models and value creation in the newspaper and magazine market 126 -- Business models and value creation in the book market -- Business models and value creation in in the movie market -- Business models and value creation in in the TV market -- Business models and value creation in the radio market -- Business models and value creation in the music market -- Business models and value creation in the music market.-Business models and value creation in the Internet market -- International media management -- Integrated media conglomerates and cross-media -- Case Studies.
Sommario/riassunto	This textbook offers business, communication, journalism and media science students an introduction to media management. It covers a broad range of topics, including the management of print and audio-visual media as well as digital media outlets. Adopting a structured analysis approach, it compares different sectors of the media industry, with a particular focus on business models in media management. It also features case studies, including on Google, iTunes and Craigslist, to provide readers with hands-on, practical examples of media management, while review questions at the end of each chapter help them understand the content discussed. Given its scope, the book will appeal to undergraduates and graduates of (media) management,

communication science and business administration, as well as practitioners. "Digitalization significantly changes the media. To cope with this change and to exploit new market opportunities is a major challenge for media corporations. Bernd Wirtz provides a valuable guideline for this new world, combining theory, facts, and practice." Dr. Hubert Burda, Publisher and Managing Corporate Partner of Hubert Burda Media Holding KG "The media business is subject to substantial change while differences between distinctive media areas are fading away. This is due to technical innovation in areas like transmittance of content, bearer of content and recording devices but also due to new formats, trends and constant change of consumer behavior." The textbook "Media Management" stays abreast of changes and covers this topic on a well-founded and comprehensive basis. It makes a valuable contribution to theory and practice in media management and is highly recommendable to media managers." Christoph Mohn, Chairman of the Supervisory Board, Bertelsmann AG "The world of media is full of challenges and dynamic conditions for its field. The dynamic of this market is accelerated even more by new digital technologies and ongoing globalization. This book "Media Management" is an absolute "must have" for everyone who wants to know more about the basics, conditions and requirements of modern media management. The analytical clearness and structure make this publication highly relevant for students, but also for managers." Urs Rohner, Chairman of the Board of Directors, Credit Suisse Group AG.
