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Nota di contenuto	<p>""Front Cover""; ""Title Page""; ""Copyright""; ""Contents""; ""Introduction""; ""An Opening Thought""; ""1: An Overview of Today's Media Industry""; ""A historical perspective on the media""; ""Corporatization of the media""; ""Cross-ownership""; ""Media consolidation""; ""Public (stockholder) ownership of media""; ""Institutional investors and financial firms""; ""Reorganizing to build profits""; ""Conglomerates aren't all bad. Are they?""; ""Yes, the mighty can fall or at least stumble""; ""Fragmentation of media markets""; ""Preparing for a new media world"" ""Definitions of common business terms""; ""Suggested websites""; ""2: Preparing Yourself for Management""; ""First, get the right job""; ""Or, create your own job""; ""Getting discovered and climbing to the top""; ""Your first management position""; ""Surviving in the cross fire""; ""Managing yourself handling time""; ""Not just anyone can be a manager""; ""Journalists becoming managers""; ""The indispensable management resource""; ""The quick way to the top""; ""CASE STUDY: Learning to think like a manager""; ""CASE STUDY: Entrepreneurship or a management career?""; ""Suggested websites"" ""3: Motivation and the Workforce""; ""Unionism in mainstream media </p>

companies"; ""Labor issues in the new economy""; ""Layoffs in hard times""; ""When you must fire or lay off someone""; ""Approaches to managing employees""; ""Scientific (or classical) management""; ""Humanistic (or behaviorist) management""; ""Theories of management""; ""Theory X""; ""Theory Y""; ""Theory Z""; ""Maslowa€?s hierarchy of needs""; ""Management by objectives (MBO) and total quality management (TQM)""; ""Equity theory""; ""CASE STUDY: Who will get the pay raises?""
""CASE STUDY: How do you motivate a staff with low morale?""
Suggested websites"; ""4: Qualities of Leadership and Management""; ""The sources of power""; ""Leadership practices""; ""New leadership""; ""Credibility of leadership""; ""Future-oriented leadership""; ""Risk-taking leadership""; ""Empowering leadership""; ""Motivational leadership""; ""Characteristics of leaders""; ""Management of attention""; ""Management of meaning""; ""Management of trust""; ""Management of self""; ""Everyone and every business makes mistakes""; ""The immeasurable value of optimism""
""Keep your sense of humor""""Pointers on being an effective leader""; ""The MBAs arrive, with humorous reactions""; ""Being an effective manager of others""; ""A skilled manager controls the use of his or her time""; ""A skilled manager is adept at planning and goal setting""; ""A skilled manager is a confident decision maker""; ""A skilled manager works well with others""; ""A skilled manager is customer oriented""; ""Jerks and vampires dona€?t see themselves in the mirror""; ""CASE STUDY: How do you manage freelancers if you hardly ever see them?""
""CASE STUDY: Recruiting and retaining volunteer staff""
