

1. Record Nr.	UNINA9910481020103321
Autore	Hoskins Colin
Titolo	Media economics [[electronic resource]] : applying economics to new and traditional media / / Colin Hoskins, Stuart McFadyen, Adam Finn
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2004
ISBN	1-5063-1986-6 1-322-41568-4 0-7619-3095-7 1-4522-6433-3
Descrizione fisica	1 online resource (369 p.)
Altri autori (Persone)	McFadyenStuart FinnAdam <1946->
Disciplina	338.4730223
Soggetti	Mass media - Economic aspects Economics Electronic books.
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 (p. 331-336) and index.
Nota di contenuto	Cover; Contents; 1 - Introduction and Overview; 2 - Demand and Supply; 3 - Markets; 4 - Consumer Behavior; 5 - Production and Cost; 6 - Revenue, Profit, Risk, and Managerial Decisions; 7 - Market Structure, Theory of the Firm, and Industrial Organization; 8 - Perfect Competition and Monopoly; 9 - Monopolistic Competition and Oligopoly; 10 - Pricing and Market Segmentation; 11 - Advertising; 12 - Labor Markets; 13 - Government Intervention; 14 - International Trade; References; About the Authors
Sommario/riassunto	In 'Media Economics' the authors discuss the marketplace realities of the media industry, including the process of convergence & consolidation that has been a hallmark for some time. The text is concept driven, to offer a lasting utility as technologies, structures & revenues change.