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Titolo	Content is king : news media management in the digital age // Gary Graham, Anita Greenhill, Donald Shaw, and Chris J. Vargo with Gordon Fletcher, Maria Jose Hernandez Serrano, John Hill, Paul Jones, Young Mie Kim, Mikko Sihvonen, and Seamus Simpson
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Nota di contenuto	Chapter 1 Introduction -- Section One. Challenges facing newspapers -- Chapter 2. News media and their Communities -- Chapter 3. Disruptive Technological Innovation -- Section Two. Management and leadership of news media firms -- Chapter 4. Establishing Leadership and Strategic Management -- Chapter 5. Value Chain Structure and Properties -- Chapter 6. Self-Organizing Value Creation -- Chapter 7 Managing Cross Media Synergy -- Section Three. Future Management Visions -- Chapter 8. Creative News Media Visions -- Chapter 9. Digital Printing and Customization -- Chapter 10. Positioning, Self Branding, Visual Identity, Concepts and Thoughts -- Chapter 11. Conclusions -- Index
Sommario/riassunto	From the viewpoint of newspaper organizations the main competitive media has shrunk to only one, the internet. But the effect of this innovation has been devastating in capturing the vast majority of the advertising revenues on which newspapers have depended. The larger the internet-based media became the more newspapers and other

media shrank. Pairing an academic and former industry news manager, this textbook assesses the situation in which the regional news media industry finds itself, and explores methods, processes and techniques, which might usefully be introduced to help the news media firm secure a viable future. In focusing on newspapers, magazines, TV and radio, the work is filled with real-life examples and interviews with news media managers, illustrating how management is being conducted in this age of turbulence. The goal is to give students practice in solving complex strategic problems and to provide them with a series of intellectual and professional exercises. Their method of using case studies will enable students to explore in detail key theoretical issues before applying them to real life management settings

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