1.	Record Nr.	UNINA9910544853303321
	Titolo	Media and change management : creating a path for new content formats, business models, consumer roles, and business responsibility / / Matthias Karmasin, Sandra Diehl, Isabell Koinig, editors
	Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2022] ©2022
	ISBN	3-030-86680-7
	Descrizione fisica	1 online resource (491 pages) : illustrations
	Disciplina	302.23068
	Soggetti	Mass media - Management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	1. Introduction 2. Cross Border Media Management in a Digital Environment: Challenges and Lessons Learned from Change 3. Strange bedfellows? Business Modelling, Convergence and Change Management 4. The effects of big data on media management5. Controlling and Change Management6. Change Management in Human Resources 7. Work in Transition: Digital Media and its Transformative Potential for Work 8. New Technologies and Organizational Health: How changing requirements of the digital workplace compel employers to think about Workplace Health Promotion 9. Managing brands in an ever-changing media environment 10. Brand worlds: a guide to creating holistic worlds of brand experiences through communication 11. Cross-media Advertising in Times of Chinging Media Environments and Media Consumption Patterns 12. The Relevance of Social Media and Corporate Influencers as Potential Change Agents in Corporate Communications 13. Convergence, Consumer Behavior and Change Management 14. Right to privacy - a (re)measurement 15. Managing change related to consumer privacy laws: targeting and personal data use in a more regulated environment 16. Sense making as a chnage agent towards CSR strategy in the media 17. CSR as "integrity management" in the media industry - an investigation of the top three media organisations from Germany, Austria and Switzerland 1 8. The Normative Turn in the Organization of Media: Ethical Considerations for Change Management