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Titolo	Change Management In The Communications Industry : Change Processes In Media Companies And In Corporate Communications // by Markus Kaiser, Nicole Schwertner
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Nota di contenuto	Basics of change management in media companies and in corporate communication -- Industry-specific change processes such as the introduction of newsrooms, social media channels or corporate publishing -- Guidelines for change communication.
Sommario/riassunto	In media companies and in corporate communications, digital channels are being added to traditional channels. The content is often produced in newsrooms. There is a growing awareness that communication measures are radically oriented towards the needs of the user. This essential shows why media companies and communication departments need a live change culture and how they can approach change systematically. This Springer essential is a translation of the original German 1st edition essentials, Change Management in der Kommunikationsbranche by Markus Kaiser, published by Springer VS, part of Springer Nature in 2017. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors. The content Basics of change

management in media companies and in corporate communication
Industry-specific change processes such as the introduction of
newsrooms, social media channels or corporate publishing and Change
communication guidelines The target groups Students of journalism,
media and communication, public relations and change management
Journalists as well as employees in corporate communications and
marketing with project and management responsibility as well as
publishing managers The authors Markus Kaiser is professor for media
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