

1. Record Nr.	UNINA9910779252303321
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Titolo	Media management in the age of giants [[electronic resource]] : business dynamics of journalism // Dennis F. Herrick
Pubbl/distr/stampa	Albuquerque, : University of New Mexico Press, 2012
ISBN	1-280-79259-0 9786613702982 0-8263-5164-6
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (415 p.)
Disciplina	070.4/068
Soggetti	Journalism - Management Journalism - Economic aspects
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 and index.
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""</p> <p>""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""</p> <p>""3: Motivation and the Workforce""""Unionism in mainstream media companies""; ""Labor issues in the new economy""; ""Layoffs in hard times""; ""When you must fire or lay off someone""; ""Approaches to</p>

managing employees"; "Scientific (or classical) management";
"Humanistic (or behaviorist) management"; "Theories of
management"; "Theory X"; "Theory Y"; "Theory Z"; "Maslow'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 don'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"
