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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""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"" ""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"" ""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

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"
