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Nota di contenuto	Media firms as economic and business entities -- Business models, workflows, and value chains in media firms -- Distribution and retail sales of media -- economic forces affecting media -- The influence of the general economy on media -- Audiences and consumers -- Media, advertisers, and advertising -- Competition in media markets -- Concepts in media financing and financial management -- Capital markets and media firms -- The development of large media companies -- Trade and globalization in media products and services -- Indicators of financial and economic health of media firms.