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Autore	Husni Samir
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Sommario/riassunto	The business of journalism is in the midst of massive change. Managing Today's News Media: Audience First offers practical solutions on how to cope with and adapt to the evolving media landscape. News media experts Samir Husni, Debora Halpern Wenger, and Hank Price introduce a forward-looking framework for understanding why change is occurring and what it means to the business of journalism. Central to this new paradigm is a focus on the audience. The authors introduce "The 4Cs Strategy" to describe how customers, control, choice, and change are all part of a strategy for successful media organizations. Every chapter in the book relates to one or more of these four key principles: * Customer - Each platform must offer a unique experience to the customer. ...