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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"; "Maslowa€™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 dona€™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"

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