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| 1. Record Nr. | UNINA9910969510403321 |
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| Titolo | Media management in the age of giants : business dynamics of journalism / / Dennis F. Herrick |
| Pubbl/distr/stampa | Albuquerque, : University of New Mexico Press, 2012 |
| ISBN | 9786613702982 9781280792595 1280792590 9780826351647 0826351646 |
| 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> |

""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""; ""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""

Sommario/riassunto

This timely new edition of a popular and successful textbook introduces basic business concepts, terminology, history, and management theories in the context of contemporary events. It includes up-to-date information on technology and addresses the major problem facing media companies today: How can the news regain profitability in the digital age?.
