

Media Management In The Age Of Giants

Business Dynamic of Journalism

This book introduces basic concepts, terminology and Management theories for a course that was called “Media Management” in some semester and Business aspect if jurnalism min others.

This book is atended as a broad overview and is only introductory at best. Entire semester of courses and thick volumes of books are available for what is covered here in Beach chapter or even portions if chapters. Theb text is overview of the Business dynamics of journalism of the current media media industry.

This book will necessarily always be traing behind the current situation because of the majors changes taking place so rapidly in the media industry through mergers and acquisitions, the cyclical nature of Technology, economy, and the canging personalities of leadership

