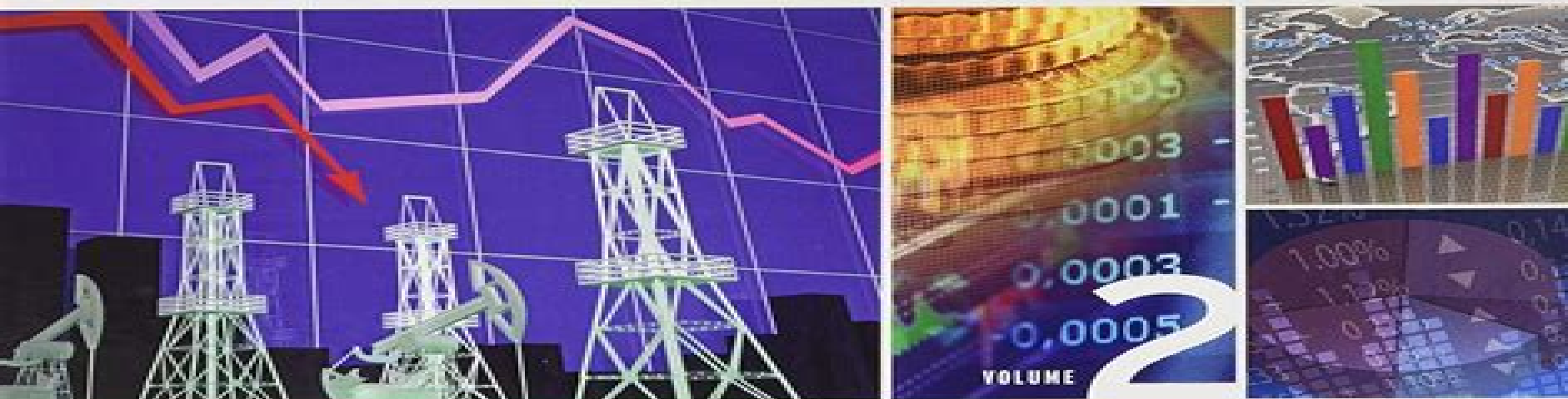


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human health and communities This book reveals the dominant corporations from the supermarket to the seed industry and the extent of their control over markets It also analyzes the strategies these firms are using to reshape society in order to further increase their power particularly in terms of their bearing upon the more vulnerable sections of society such as recent immigrants ethnic minorities and those of lower socioeconomic status Yet this study also shows that these trends are not inevitable Opposed by numerous efforts from microbreweries to seed saving networks it explores how such opposition has encouraged the most powerful firms to make small but positive changes

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Ganahl, 2013-03-07 Webcasting Worldwide tackles one of the most timely topics in mass communication today the delivery of audio and video content via the Web or webcasting employing a global perspective to explore the subject It is unique in providing a theoretical framework by which to analyze business models of emerging media and it also examines the business practices of leading webcasters in the world's most developed broadband markets With webcasting in its early development the approaches discussed in this volume set the standards for the webcasting industry Representing the major broadband markets in the world this text is an authoritative and valuable reference for both researchers and practitioners The chapters relate the business practices of webcasting to the media market environment and established media industries such as television and radio as well as government and non profit organizations Downloadable resources offer PowerPoint charts for use in training education and research along with tables graphs screenshots and hyperlinks Webcasting Worldwide is essential reading for academic researchers and media industry practitioners and the volume will be a useful text in advanced courses addressing media technology media management and international communication For updates about the book chapters and latest commentaries on topics related to webcasting business models please visit the Webcasting Business Models Blog at <http://webcastingworldwide.blogspot.com> Winner of The Association for Education in Journalism and Mass Communication Picard Award for Media Management and Economics 2007

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