



Managing In The Media

Cinzia Dal Zotto, Hans van Kranenburg



Managing In The Media:

Managing Media Organizations John M. Lavine, Daniel B. Wackman, 1988 **Managing Media Work** Mark Deuze, 2010-07-29 Managing Media Work provides a comprehensive cross national overview of the theory and practice of working in the media in the digital age Focusing on three key areas new media work media professions and media management this text prepares students to effectively manage their own media careers and to manage human capital in creative companies Written by leading international scholars the book addresses the increasingly global networked and unpredictable nature of the media industry as well as the growing complexities of media work On Deadline Carole M. Howard, Wilma K. Mathews, 2013-03-01 Media relations professionals must know how to stay ahead of the game to be effective in today's complex world It is no longer enough that they craft news releases orchestrate interviews and build sustaining relationships with reporters Their multiple roles now include planner crisis manager communicator counselor and strategist Called virtually an encyclopedia of media relations by one reviewer the Fifth Edition covers relationships with reporters spokesperson training news conferences and special events integrating media relations into marketing communications plans crisis management global media relations ethics establishing a media policy within the organization measuring results and becoming a counselor to management Its practical advice and how to ideas draw on current case studies most involving social media and the authors extensive experience in the U S and around the world With a clear and fast moving style the Fifth Edition maintains its status as the foremost book on media relations in the corporate and nonprofit sectors It is a must read for prospective and current media relations professionals dedicated to maximizing their organizations results On Deadline Carole M. Howard, Wilma K. Mathews, J. Suzanne Horsley, 2020-12-30 With a clear and fast moving style the Sixth Edition maintains its status as the foremost book on media relations in the corporate nonprofit and government sectors The authors retained the best and enduring aspects of media relations in the previous edition while skillfully integrating all current trends such as the increased reliance on technology complex legal rulings and concerns about credibility that have had an impact on how professionals work with the media On Deadline is must read for prospective and current media relations professionals dedicated to maximizing their organization's results As one reviewer remarked On Deadline is like having a professional mentor and media consultant on speed dial It presents all the tools necessary to plan and implement a successful media relations program from relationships with reporters crisis management and global media relations to spokesperson training ethical and legal issues news conferences and special events New case studies illustrate the multiple roles of media relations professional as planner crisis manager communicator counselor and strategist in a world that encounters ubiquitous messages dispersed at the speed of light *Media Management* Jan Wicks LeBlanc, George Sylvie, Jan Wicks, LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick, 2014-04-04 Media Management A Casebook Approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media

organizations such as leadership motivation planning marketing and strategic management Retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills It provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills Updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the Internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations This textbook also offers new material on the structure of the Internet new media and converged and international media organizations It is intended for advanced undergraduates and graduate students in media management courses

Managing in the Media William Houseley, Tom Nicholls, Ron Southwell, 2013-04-26 Managing in the Media has been devised for a broad audience It is based upon the perceived need for a text that amalgamates cultural theories film and television analysis management theories and media production practice into one volume There are many books on film and cultural studies Similarly there are copious numbers of texts written on management To date little has been written that analyses the management of the audiovisual industry set against the backdrop of the cultural and economic environment within which the media manager operates Managing in the Media is divided into three sections that take the reader from the global to the specific from the strategic to the tactical Each chapter discusses specific topics that can be read in isolation yet contribute to the theme within each part Taken as a whole the book provides the potential professional media manager and current practising media manager with a framework of issues that will give them an awareness of the range of knowledge needed by the successful media manager This book does not try to be a manual to success The media industry is awash with successful individuals none of whom needed textbooks to set them on their chosen career paths Yet these exceptional people prove the rule that in the main most media practitioners would benefit from some additional support and guidance The aim of this book is to present to them some of the management issues that have or will have an impact upon their working careers The accompanying website www.mediaops.net which can also be accessed via www.focalpress.com features Tutor notes and reader activities Updated list of further reading Additional support material such as production templates Interviews with the authors A discussion forum Industry and education links Media News Media Management Bernd W. Wirtz, 2020-09-11 Digitalization significantly changes the media To cope with this change and to exploit new market opportunities is a major challenge for media corporations Bernd Wirtz provides a valuable guideline for this new world combining theory facts and practice Dr Hubert Burda German publisher and Managing Corporate Partner of Hubert Burda Media Holding KG The media business is subject to substantial change while differences between distinctive media areas are fading away This is due to technical innovation in areas like transmittance of content bearer of content and recording devices but also due to new

formats trends and constant change of consumer behavior The textbook Media and Internet Management stays abreast of changes and covers this topic on a well founded and comprehensive basis It makes a valuable contribution to theory and practice in media management and is highly recommendable to media managers Christoph Mohn Chairman of the Supervisory Board Bertelsmann AG The world of media is full of challenges and dynamic conditions for its field The dynamic of this market is accelerated even more by new digital technologies and ongoing globalization This book is an absolute must have for everyone who wants to know more about the basics conditions and requirements of modern media management The analytical clearness and structure make this publication highly relevant for students but also for managers Urs Rohner Chairman of the Board of Directors Credit Suisse Group AG Media Management is a textbook but a very welcome newcomer for students and teachers as it fills a market gap for good educational material in this rapidly evolving field It is concise simple but not simplistic and contains a contemporary overview of concepts and tools for media managers Prof Dr Bozena I Mierzejewska Editor of The International Journal on Media Management Fordham University New York Summed up with his second edition Wirtz managed to strengthen the outstanding position of his publication Media Management His textbook shines because of its content analytical clearness and the high relevance for business practice without losing its academic background With the second edition this book has established its position in the field of media business as the leading standard reference book in Germany It is suitable for business students lectures as well as managers who can gain magnificent information from it Prof Dr Wolfgang Fritz Director of the Institute of Marketing Braunschweig University of Technology Germany Honorary Professor at the Institute of Business Administration University of Vienna Austria

Strategic Management in the Media Lucy Küng, 2023-12-07 Its scope and learning are brilliant and dazzling Eli Noam Columbia Business School How did The New York Times transform its organisation for the digital age How does Netflix drive performance through culture Why did Disney struggle to find a CEO to replace Bob Iger How did the BBC drive equal gender representation in its news programmes The media industry is developing furiously and fast and its organisations face unprecedented levels of transformation and challenge This fully revised third edition of the classic textbook on strategy in the media Explores key shifts in the strategic environment including the digital platforms streamed media the creator economy the metaverse and generative AI Explains key concepts in strategic management with insight and clarity Applies all theories to the sector illuminating all dimensions of the strategic task from understanding competition and building core competencies to driving innovation shaping culture and finding the right leadership approach Takes readers deep into innovation disruption and strategic adaptation in action with an expanded set of new cases on a diverse range of global companies from Scandinavia to South Africa Provides new Resources and Questions sections to guide readers further study and support classroom learning Lucy Küng has again written the essential guide to strategy and management in the media industry This is the ideal text for students of media studies media economics and media management Professor Lucy Küng is

an expert on strategy innovation and leadership and focuses on successful responses to the challenges of digitalization She is Senior Visiting Research Associate at the Reuters Institute Oxford University and Non Executive Board Member of the NZZ Media Group and formerly of Swiss PSM broadcaster SRG and VIZRT the media tech provider She has held professorships at the University of Oslo the Institute for Media and Entertainment New York IESE and the University of J nk ping

Managing in the Media William Houseley, Tom Nicholls, Ron Southwell, Pamela Block, 2013 Managing in the Media has been devised for a broad audience It is based upon the perceived need for a text that amalgamates cultural theories film and television analysis management theories and media production practice into one volume There are many books on film and cultural studies Similarly there are copious numbers of texts written on management To date little has been written that analyses the management of the audiovisual industry set against the backdrop of the cultural and economic environment within which the media manager operates Managing in the Media is divided into three sections that take the reader from the global to the specific from the strategic to the tactical Each chapter discusses specific topics that can be read in isolation yet contribute to the theme within each part Taken as a whole the book provides the potential professional media manager and current practising media manager with a framework of issues that will give them an awareness of the range of knowledge needed by the successful media manager This book does not try to be a manual to success The media industry is awash with successful individuals none of whom needed textbooks to set them on their chosen career paths Yet these exceptional people prove the rule that in the main most media practitioners would benefit from some additional support and guidance The aim of this book is to present to them some of the management issues that have or will have an impact upon their working careers The accompanying website www.mediaops.net which can also be accessed via www.focalpress.com features Tutor notes and reader activities Updated list of further reading Additional support material such as production templates Interviews with the authors A discussion forum Industry and education links Media News

Managing Media Businesses Mike Rosenberg, Philip H. Seager, 2017-05-22 This book is a practical guide to every aspect of managing media businesses Written by a team of experts and illustrated with interviews from leading industry players it addresses the unprecedented change and uncertainty facing the industry Do newspapers magazines or books have a future Will terrestrial television or cable services exist as meaningful players in five years time Is there a way to make multiple consumption platforms work together in a way that extracts the revenue needed to support the creation and development of quality content While more and more content is being published fewer and fewer businesses are finding a way to do so profitably and sustainably Your answers to these questions that vex your media or entertainment business will depend on your frame a frame based on experience gained in days that were less uncertain less fluid and much much simpler Those frames need to be broken if you are to survive in times of such rapid change This book is based on IESE s Advanced Management Program in Media Entertainment which IESE Business School has been running in New York and Los Angeles since 2011 It combines contributions from leading

professors and practitioners as well as real life case studies to establish a base upon which you can start to build the set of managerial tools that you will need to manage fast changing media and entertainment businesses *Managing Media Firms and Industries* Gregory Ferrell Lowe, Charles Brown, 2015-08-20 This volume provides rich insight into the nature and practice of media management Contributions assess the degree to which management of media firms requires a unique set of skills highlighting similarities and differences of media firms compared with other industries in terms of management practices HR development and operational aspects Success and limitations of research on media management theory is evaluated both drawing on management theory and examining insights from other disciplines Dimensions for future research are considered along with practical implications for media managers and corporate structures The book serves as a valuable reference for researchers advanced students and practitioners in media industries **Media Management** Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey, 2015-08-11 Media Management A Casebook Approach provides a detailed consideration of the manager s role in today s media organizations highlighting critical skills and responsibilities Using media based cases that promote critical thinking and problem solving this text addresses topics of key concern to managers diversity group cultures progressive discipline training and market driven journalism among others The cases provide real world scenarios to help students anticipate and prepare for experiences in their future careers Accounting for major changes in the media landscape that have affected every media industry this Fifth Edition actively engages these changes in both discussion and cases The text considers the need for managers to constantly adapt obtain quality information and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings As a resource for students and young professionals working in media industries Media Management offers essential insights and guidance for succeeding in contemporary media management roles

Media Management Stephen Lacy, Jan LeBlanc Wicks, 1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as

more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

On Deadline Carole Howard, Wilma Mathews, 2000

The Rowman & Littlefield Handbook of Media Management and Business L. Meghan Mahoney, Tang Tang, 2020-12-15 The Rowman Littlefield Handbook of Media Management and Business connects research and industry practice to offer a strategic guide for aspiring and current media professionals in convergent environments As a comprehensive one stop reference for understanding business issues that drive the production and distribution of content that informs entertains and persuades audiences aims to inspire and inform forward thinking media management leaders The handbook examines media management and business through a convergent media approach rather than focusing on medium specific strategies By reflecting media management issues in the information entertainment sports gaming industries contributed chapters explore the unique opportunities and challenges brought by media convergence while highlighting the fundamental philosophy concepts and practices unchanged in such a dynamic environment this handbook examines media management through a global perspective and encourages readers to connect their own diverse development to a broader global context It is an important addition to the growing literature in media management with a focus on new media technologies business management and internationalization

Media Strategies Jane Johnston, Katie Rowney, 2020-07-16 Media Strategies maps the complex and disruptive media environment for the communication professional and provides the tools and methods to work effectively within it Increasingly communication professionals need to be accomplished content managers capable of employing an arsenal of multi media tactics across different platforms This book presents new and innovative approaches to media relations brand journalism and content management providing practitioners with the tools to creatively develop share and deliver strategic media assets and ideas that cut through the cluttered digital environment The authors also demonstrate that personal and traditional skills are as important as ever including the ability to tell stories create memorable media pitches write and lay out media materials and develop credibility and trust in relationships Media Strategies sets a new agenda for anyone seeking to build a career as a professional communicator It includes examples from around the world from corporate political government not for profit and activist communication and public relations practice The game has changed Communications professionals should look to this as their guide when navigating a swiftly changing media landscape

Ross Healy Brand Social Media Specialist Media Strategies cuts through the hype to show how you can build your skills and excel as a communicator in both traditional media and the disruptive digital media platforms

Elissa Trezia Financial Technology PR Executive Indonesia An excellent guide to the complex media landscape

Catherine Archer Academic Chair Strategic Communication Murdoch University

Management and Innovation in the Media Industry Cinzia Dal Zotto, Hans van Kranenburg, 2008-12-28 This comprehensive book covers relevant issues on how media companies are currently embracing innovation the levels at which they are doing so and how innovation can help media companies to

meet their development needs in the future The primary focus of this study is the relationship between management and innovation in the media industry The book evaluates the importance and the role of innovation within the media industry and helps identify and evaluate the drivers of innovation The contributors demonstrate and build upon an understanding of the issues and strategies that bind media firms to new processes and technologies and offer clear guidelines on how media companies can accelerate growth through effective internal and external collaboration Management and Innovation in the Media Industry highlights those issues that influence strategies organizational structures media content management and public interest within media firms This unique study offers both new theoretical and empirical insights on decision making aspects of innovation relevant for those executives and policy makers operating within the media or related industries It will be of great interest to academics and students in the fields of communication and journalism as well as innovation management

Handbook of Media Management and Economics Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.

Wirth, 2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics

Media and Digital Management Eli M. Noam, 2019-01-23 Being a successful manager or entrepreneur in the media and digital sector requires creativity innovation and performance It also requires an understanding of the principles and tools of management Aimed at the college market this book is a short foundational volume on media management It summarizes the major dimensions of a business school curriculum and applies them to the entire media media tech and digital sector Its chapters cover in a jargonless non technical way the major functions of management First creating a media product the financing of projects and the management of technology HR production operations intellectual assets and government relations Second harvesting the product created market research marketing pricing and distribution And third the control loop media accounting and strategy planning In the process this book becomes an indispensable resource for those aiming for a career in the media and digital field both in startups and established organizations This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives It aims to make them more knowledgeable less blinded by hype more effective and more responsible

Handbook of Social Media Management Mike Friedrichsen, Wolfgang Mühl-Benninghaus, 2013-05-28

Digitization and Web 2.0 have brought about continuous change from traditional media management to new strategic operative and normative management options Social media management is on the agenda of every media company and requires a new set of specialized expertise on digital products and communication At the same time social media has become a vibrant field of research for media economists and media management researchers In this handbook international experts present a comprehensive account of the latest developments in social media research and management consistently linking classical media management with social media The articles discuss new theoretical approaches as well as empirical findings

and applications yielding an interesting overview of interdisciplinary and international approaches The book s main sections address forms and content of social media impact and users management with social media and a new value chain with social media The book will serve as a valuable reference work for researchers students and professionals working in media and public relations

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