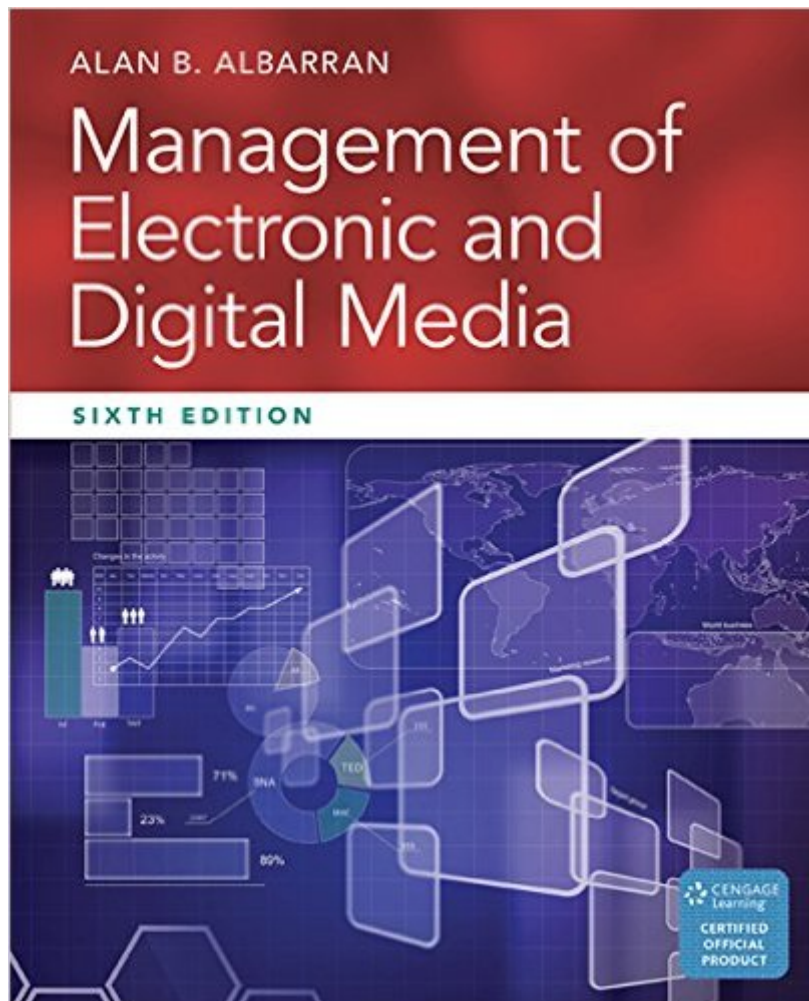


The book was found

Management Of Electronic And Digital Media (Cengage Series In Communication Arts)



Synopsis

Packed with real-life examples and case studies, *MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA*, 6e, provides the latest information on the management and leadership techniques and strategies used in the electronic and digital media industries. The text is popular with professors and students alike for its contemporary approach and clear, current illustrations. Succinctly written, the Sixth Edition covers the most important aspects for future managers, leaders, and entrepreneurs in the rapidly evolving media industries -- and includes an all-new chapter: "Media Management: Manager/Leader/Entrepreneur". Social media is integrated throughout. New coverage highlights trends in big data, mobile, social media, and the cloud. In addition, end-of-chapter case studies put the student in the role of a manager in a decision-making environment.

Book Information

Series: Cengage Series in Communication Arts

Paperback: 339 pages

Publisher: Wadsworth Publishing; 6 edition (January 1, 2016)

Language: English

ISBN-10: 1305077563

ISBN-13: 978-1305077560

Product Dimensions: 7.3 x 0.6 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #329,418 in Books (See Top 100 in Books) #166 in Books > Humor & Entertainment > Radio > General Broadcasting #344 in Books > Textbooks > Communication & Journalism > Media Studies #357 in Books > Arts & Photography > Other Media > Film & Video

[Download to continue reading...](#)

Management of Electronic and Digital Media (Cengage Series in Communication Arts) Management of Electronic and Digital Media Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Media & Culture: Mass Communication in a Digital Age Media & Culture 2016 Update: Mass Communication in a Digital Age Digital Scholarly Editing: Theories, Models and Methods (Digital Research in the Arts and Humanities) Defining Digital Humanities: A Reader (Digital Research in the Arts and Humanities) Waste Electrical and Electronic Equipment (WEEE) Handbook (Woodhead Publishing Series in Electronic and Optical Materials) Echo: The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit, smart devices, digital services, digital

media) (Prime, internet device, guide) (Volume 6) Echo: 2016 - The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit, smart devices, digital services, digital media) (Prime, internet device, guide) Fotografia Submarina / Underwater Photography: Tecnicas Fotograficas / Digital and Traditional Techniques (Ocio Digital / Leisure Digital) (Spanish Edition) Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics) The Winterthur Guide to Recognizing Styles: American Decorative Arts from the 17th through the 19th Centuries (Winterthur Decorative Arts Series) Foundations of Analog and Digital Electronic Circuits (The Morgan Kaufmann Series in Computer Architecture and Design) Empowerment Series: The Skills of Helping Individuals, Families, Groups, and Communities (Cengage Learning Empowerment Series) The Ultimate Assist: The Relationship and Broadcast Strategies of the Nba and Television Networks (Hampton Press Communication Series: Mass Media and Journalism) Electronic Media: Then, Now, and Later Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media Electronic Media Law and Regulation When Words Collide: A Media Writer's Guide to Grammar and Style (Wadsworth Series in Mass Communication and Journalism)

[Dmca](#)