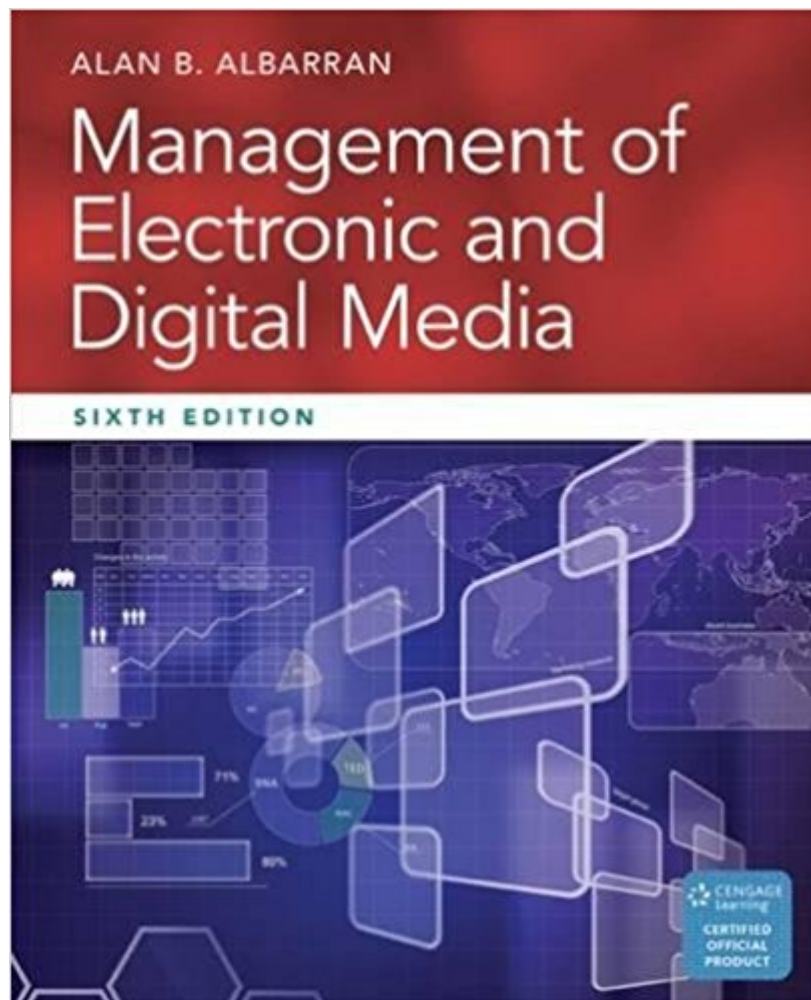




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Packed with real-life examples and case studies, **MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA**, 6e, provides the latest information on the management and leadership techniques and strategies used in the electronic and digital media industries. The 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

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Customer Reviews

Alan B. Albarran is the chair of the Department of Radio, Television and Film, as well as the director of the Center for Spanish Language Media at the University of North Texas in Denton, TX. The author/editor of 12 books and former editor of two scholarly journals, Dr. Albarran is internationally recognized as one of the leading scholars in the field of media management and economics. He has presented workshops and seminars in 20 countries and also consults on the media industries. Dr. Albarran's awards include the Broadcast Education Association's Distinguished Scholar Award (2009) and the Journal of Media Economics Award of Honor (2008). He served as the president of

the Broadcast Education Association and the Texas Association of Broadcast Educators.

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