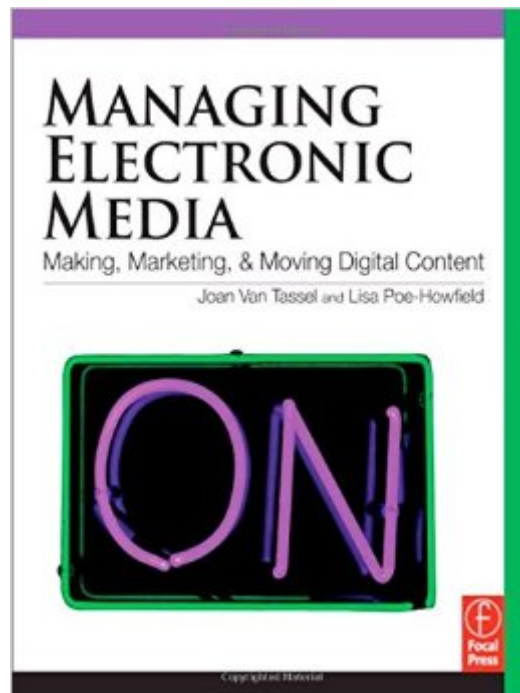


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# Managing Electronic Media: Making, Marketing, And Moving Digital Content



## Synopsis

Managing Electronic Media recognizes the changes in technology in the global marketplace and the impact these innovations have on media organizations and their integral business practices. It goes beyond the typical media management book by covering media enterprises as large scale businesses that must operate in a converged environment, rather than in separate silos of activity. Managing Electronic Media lays the groundwork for understanding and participating in digital content creation, marketing, and distribution. It provides the concepts and vocabulary that managers use to meet the challenges of today's market and to position their organizations to succeed in a relentlessly dynamic 24/7 business environment. Day in the Life sections highlight the daily activities of top media executives, providing insight into the excitement, the fun, and the challenges, of careers in today's media industries. Case studies utilize exercises to promote further understanding of real-world situations.

## Book Information

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## Customer Reviews

\*I've updated this review to list alternatives to this awful text. I've dropped it a star because the alternatives are so much better\*On short notice I was asked to help out by teaching an undergrad class where MEM was the prescribed text.I can report it offers a shallow, myopic, and film/music industry obsessed approach to making, marketing and `moving' (?) digital content. In sum: it is a banal management textbook that has been filtered through the `copyright industries' of MPAA/RIAA stakeholders. I am not trying to be political here, but merely point out the frame from which this book

is written. Further, even its management sections are outdated and at times evoke Don Draper "Jobs often held by women - such as teachers beauticians and nurses - are sometimes called pink-collar". The text offers paltry understanding of the disruptions and opportunities within the 'copyright industries' via digital mediums, products, and services. The language of this text is targeted towards junior high school students, ESL students, or in some cases, persons from another planet. This is useful for introducing key terms with a basic explanation, but the results tend to simplify concepts to an extent that they become truisms: "people who work in the creative industries are often divided into the creatives and the suits", "Ringtones: The sounds your mobile phone makes when it rings". Many sections read as a 'how to' book or "organisations for dummies" and relay information that can be found on about dot com or yahoo answers. That being said, the business focussed chapters more or less adequately run through antiquated theories and practices of leadership, management, HR, finance, and business models.

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