



# Media, Telecommunications and Business Strategy (2nd Revised edition)

By Richard A. Gershon

Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Media, Telecommunications and Business Strategy (2nd Revised edition), Richard A. Gershon, With today's dynamic and rapidly evolving environment, media managers must have a clear understanding of different delivery platforms, as well as a grasp of critical management, planning, and economic factors in order to stay current and move their organizations forward. Developed for students in telecommunications management, media management, and the business of media, this text helps future media professionals understand the relationship and convergence patterns between the broadcast, cable television, telephony, and Internet communication industries. The second edition includes updated research throughout, including material on major business and technology changes and the importance of digital lifestyle reflected in E-commerce and personalized media selection, such as Netflix and iTunes, and the growing importance of Facebook and social networking from a business perspective. Also included with this edition is a companion website that includes a sample syllabus, sample PowerPoint presentations, and links to relevant professional associations.



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