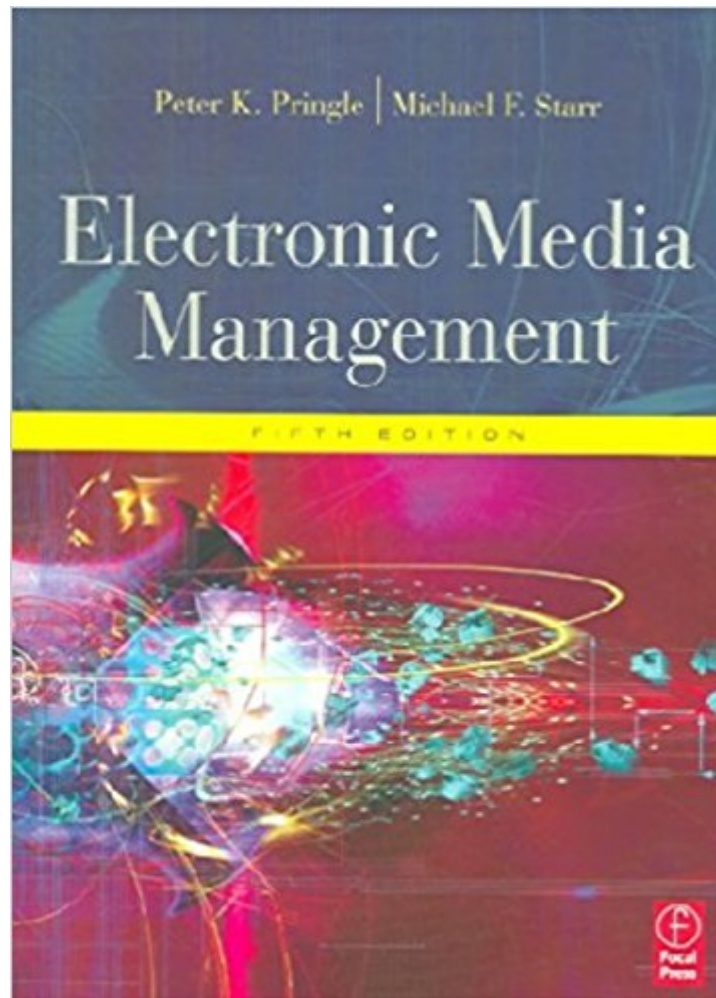




Ebook Directory
the best source of ebook

The book was found

Electronic Media Management, Revised



Synopsis

The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years - the Internet as an important information transmission format that is here to stay and convergence among media. This edition features thorough discussions on the Internet and convergence, as well as reflects the latest information on broadcast and cable regulations and policies. It also includes a fresh batch of case studies, and study questions. As in previous editions, this book also covers management theory, audience analysis, broadcast promotion, and marketing.

Book Information

Paperback: 432 pages

Publisher: Focal Press; 5 edition (April 1, 2006)

Language: English

ISBN-10: 024080872X

ISBN-13: 978-0240808727

Product Dimensions: 0.8 x 7.5 x 10.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #399,572 in Books (See Top 100 in Books) #72 in [Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video](#) #144 in [Books > Crafts, Hobbies & Home > Crafts & Hobbies > Radio Operation](#) #162 in [Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Radio](#)

Customer Reviews

Easy to read guide to the the most important updates in electronic media management!

Loved the book, loved the class!

Great!

Good.

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

Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social

Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Electronic Document Preparation and Management for CSEC Study Guide: Covers latest CSEC Electronic Document Preparation and Management syllabus. Electronic Media Management, Revised Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Management of Electronic and Digital Media (Cengage Series in Communication Arts) Management of Electronic and Digital Media Electronic Cigarette: The Ultimate Guide for Understanding E-Cigarettes And What You Need To Know (Vaping Pen, Electronic Hookah, E-Hookah, E-Liquid, Alternative, Juice, G-Pen, Starter Kit) Essentials of Electronic Testing for Digital, Memory and Mixed-Signal VLSI Circuits (Frontiers in Electronic Testing) Encapsulation Technologies for Electronic Applications (Materials and Processes for Electronic Applications) Handbook of Organic Materials for Optical and (Opto)Electronic Devices: Properties and Applications (Woodhead Publishing Series in Electronic and Optical Materials) IEC 61508-7 Ed. 1.0 b:2000, Functional safety of electrical/electronic/programmable electronic safety-related systems - Part 7: Overview of techniques and measures Art and Electronic Media An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres The First Amendment and the Fifth Estate: Regulation of Electronic Mass Media (University Casebook Series) Electronic Media Law Electronic Media Law and Regulation Electronic Media: An Introduction

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)