



Third Edition

Media, Telecommunications and Business Strategy

Richard A. Gershon



Media Telecommunications And Business Strategy

Yahya R. Kamalipour



Media Telecommunications And Business Strategy:

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Platform Power and Policy in Transforming Television

Markets Tom Evens, Karen Donders, 2018-04-04 This book seeks to investigate platform power in the multi platform era and unravels the evolution of power structures in the TV industry as a result of platformisation Multiple TV platforms and modes of distribution are competing not necessarily in a zero sum game to control the market In the volume the contributors work to extend established platform theory to the TV industry which has become increasingly organised as a platform economy The book helps to understand how platform power arises in the industry how it destabilises international relations and how it is used in the global media value chain Platform Power and Policy in Transforming Television Markets contributes to the growing field of media industry studies and draws on scholarly work in communication political economy and public policy whilst providing a deeper insight into the transformation of the TV industry from an economic political and consumer level Avoiding a merely legal analysis from a technology driven perspective the book provides a critical analysis of the dominant modes of power within the evolving structures of the global TV value chain

The Stress Test Every Business Needs Jeffrey R. Greene, Steve Krousos, Julie Hood, Harsha Basnayake, William Casey, 2018-08-28 Future proof your business today for stronger performance tomorrow The Stress Test Every Business Needs A Capital Agenda for Confidently Facing Digital Disruption Difficult Investors Recessions and Geopolitical Threats provides a comprehensive approach to creating value and flexibility in an increasingly volatile business environment that presents both great risks and opportunities every day The authors extend the banking stress test concept to a company s Capital Agenda how executives manage capital execute transactions and apply corporate finance tools to strategic and operational decisions Having a static Capital Agenda however appropriate for your current market position is not enough in today s uncertain world Long term success comes from building resilience into each element and in the way those elements interact The book uses a broader definition of business stress that includes traditional macroeconomic and geopolitical risks as well as technological disruption hostile takeovers and activist shareholders Companies that make poor strategic decisions or underperform operationally will likely find themselves facing great stress And that stress is symmetric threats come from downside risks and from missed opportunities The chapters address the how and why of essential issues such as Formulating corporate strategy in a digital world Pre-empting activist shareholders Restoring distressed companies to operational and financial health Ensuring effective collaboration among strategy finance and operations Getting the most out of your advisors Proactively managing intrinsic value Rigorously allocating capital across the enterprise Acquiring and divesting for optimum value Syncing financing decisions with business strategy and capital market conditions Incorporating tax planning throughout the Capital Agenda Liberating excess cash with leading working capital management practices Aligning strategic goals and metrics to reach your company s full potential Companies that develop strategy and set operational priorities with a balanced Capital Agenda are best positioned to control

their own destiny The Stress Test Every Business Needs provides a roadmap to future proof your business today for stronger performance tomorrow

Handbook of Media Management and Economics Alan Albarran,Bozena Mierzejewska,Jaemin Jung,2018-04-27 Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students professors policy makers and industry practitioners The volume was developed around two primary objectives assessing the state of knowledge for the key topics in the media management and economics fields and establishing the research agenda in these areas ultimately pushing the field in new directions The Handbook s chapters are organized into parts addressing the theoretical components key issues analytical tools and future directions for research With its unparalleled breadth of content from expert authors the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms and establishes the direction for the next phases of research in this evolving arena of study Updates include the rise of mobile and social media globalization audience fragmentation and big data

Developing Strategic Business Models and Competitive Advantage in the Digital Sector Daidj, Nabya,2014-09-30 Rapid technological advancements have the ability to positively or negatively impact corporate growth and success Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment Developing Strategic Business Models and Competitive Advantage in the Digital Sector focuses on the application of preemptive planning in the media and entertainment industries to combat an increasingly uncertain future of innovation and competition With research based examples and analysis this book is an essential reference source for academicians researchers and professionals interested in learning more about the impact of technology on industry success including the changes and challenges created by the Internet and electronic media

Telecommunications Management Richard Gershon,Richard A. Gershon,2001 With today s communications industry experiencing major changes on an almost daily basis media managers must have a clear understanding of the 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 Telecommunications Management helps current and future media professionals understand the relationship and convergence patterns between the broadcast cable television telephony and Internet communication industries Author Richard A Gershon examines telecommunications industry structures and the management practices and business strategies affecting the delivery of information and entertainment services to consumers He brings in specialists to present the finer points of management and planning responsibilities Case studies from the International Radio and Television Society IRTS competition supplement the main text and offer an invaluable perspective on management issues Developed for students in telecommunications management electronic media management and telecommunication economics this volume also serves as a practical reference for the professional manager

The American Mirage Eunji Kim,2025-05-06 How the entertainment narrative of upward mobility distorts the harsh

economic realities in America In an age of growing wealth disparities politicians on both sides of the aisle are sounding the alarm about the fading American Dream Yet despite all evidence to the contrary many still view the United States as the land of opportunity The American Mirage addresses this puzzle by exposing the stark reality of today s media landscape revealing how popular entertainment media shapes politics and public opinion in an increasingly news avoiding nation Drawing on an eclectic array of original data Eunji Kim demonstrates how amid a dazzling array of media choices many Americans simply are not consuming the news Instead millions flock to entertainment programs that showcase real life success stories such as American Idol Shark Tank and MasterChef Kim examines how shows like these leave viewers confoundingly optimistic about the prospects of upward mobility promoting a false narrative of rugged individualism and meritocracy that contradicts what is being reported in the news By taking seriously what people casually watch every day The American Mirage shows how rags to riches programs perpetuate the myth of the American Dream glorifying the economic winners fostering tolerance for income inequality and dampening support for redistributive policies that could improve people s lives *Global Strategy* Sali Li,Noman Shaheer,2025-01-09 Global Strategy A Market Creation Approach is a groundbreaking textbook that redefines the field of global strategy shifting the focus from scaling established businesses to creating innovative businesses responding to international market needs Authors Sali Li and Noman Shaheer equip future multinational leaders with the tools and insights needed to succeed in the rapidly evolving world of global business **Media and Digital Management** Eli M. Noam,2019-01-23 Being a successful manager or entrepreneur in the media and digital sector requires creativity innovation and performance It also requires an understanding of the principles and tools of management Aimed at the college market this book is a short foundational volume on media management It summarizes the major dimensions of a business school curriculum and applies them to the entire media media tech and digital sector Its chapters cover in a jargonless non technical way the major functions of management First creating a media product the financing of projects and the management of technology HR production operations intellectual assets and government relations Second harvesting the product created market research marketing pricing and distribution And third the control loop media accounting and strategy planning In the process this book becomes an indispensable resource for those aiming for a career in the media and digital field both in startups and established organizations This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives It aims to make them more knowledgeable less blinded by hype more effective and more responsible *Networking and Telecommunications: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources,2010-01-31 This multiple volume publications exhibits the most up to date collection of research results and recent discoveries in the transfer of knowledge access across the globe Provided by publisher *Gambia Investment and Business Guide Volume 1 Strategic and Practical Information* IBP USA, **Gambia Business Law Handbook Volume 1 Strategic Information and Basic Laws** IBP USA,2013-08 Gambia

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