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Practice 5th Edition them to adapt and learn, even as their circumstances change; to apply sound logic and reasoning, even in new and unfamiliar settings. By conveying enduring and fundamental principles of economic and human behavior rather than simply reporting on the latest innovations, this book succeeds in preparing students to excel in the business environment over time, regardless of how it evolves.

"This book provides vital insights into the elements of strategy and their application to media firms. Solidly grounded in theory but not pedantic, it is essential reading for those who make or wish to comprehend choices of media companies." - Robert Picard, University of J ö nk ö ping

"Insightful, contextually analytical, yet easy to comprehend, Strategic Management in the Media successfully applies the adaptive and interpretative

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areas of strategic theory in the media sectors. It provides a unique perspective in which common themes linking media strategy and industry environment are thoughtfully discussed." - Sylvia M. Chan-Olmsted, University of Florida "...an invaluable asset for students of media management. The use of pertinent examples and case studies throughout brings the analysis to life and contributes to a highly readable introduction." - Gillian Doyle, University of Glasgow This book is a comprehensive, accessible and expert introduction to strategy within a media management context. It is divided into two parts - part one provides an introduction to and overview of the media industry from a strategic management perspective, looking in detail at the sectors that together comprise the industry - newspaper, book and magazine publishing, music, radio and television -

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and the strategic forces at work in each.

This provides the foundation for part two, which analyses a number of strategic topics central to the media sector, such as technological change, organisational structure, leadership, and creativity and innovation. The chapters follow the same structure: the relevant theory is outlined, its application to the media industry is discussed, and case studies from the media industry are used to illustrate the theory and illuminate its relevance for the media field. The cases and examples used come from all sectors of the industry and a range of geographic regions and include News Corporation, Endemol, BBC, Bertelsmann, CNN, MTV, Disney and Pixar.

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Covering all the core elements that business students need to know about the economic dimension of strategy, this text offers a fresh approach by also placing strategy in its social, political, and organizational context. Students are introduced to the links between strategic management and strategizing processes on the one hand and organizational politics and power relations on the other. The book integrates concerns about ethics and globalization, and corporate social responsibility and sustainability, to provide a provocative and critically engaged approach to understanding strategy in the post-financial crisis world.

This student-focused text provides an emphasis on skills development. Packed

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With real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool for all students in this area.

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