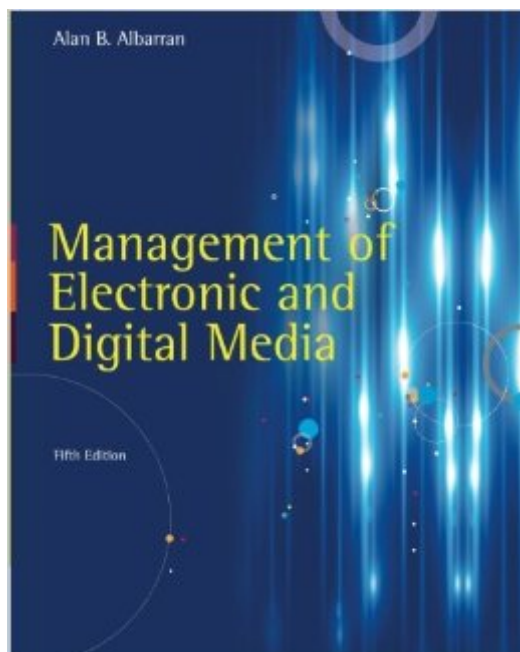


The book was found

Management Of Electronic And Digital Media



Synopsis

MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 5th Edition, provides the most accurate and current information on the management techniques used in the electronic and digital media industry. Written clearly and concisely, this text covers the most important aspects for future managers in the broadcast, cable, radio, and new media (Web and mobile) industries.

Book Information

Paperback: 336 pages

Publisher: Cengage Learning; 5 edition (January 1, 2012)

Language: English

ISBN-10: 111134437X

ISBN-13: 978-1111344375

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

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Customer Reviews

A bit outdated as this industry is moving so fast, but provided solid historic background as a basis for understanding market

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