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Management Of Electronic And Digital Media

Alan B. Albarran

Management of Electronic and Digital Media

Fifth Edition

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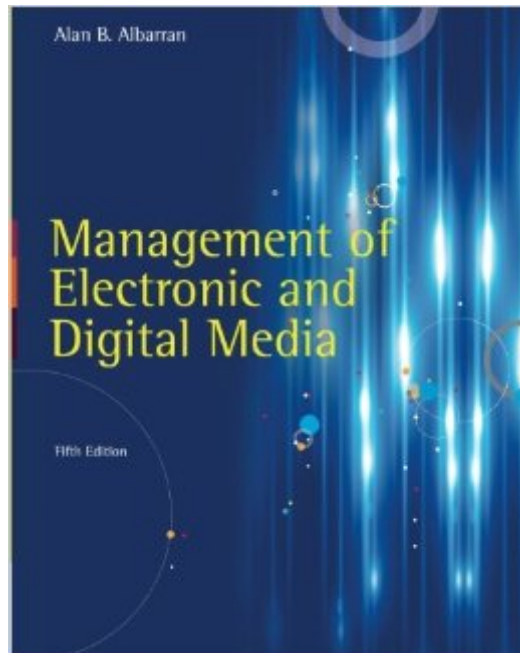
Synopsis

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.

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A bit outdated as this industry is moving so fast, but provided solid historic background as a basis for understanding market

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