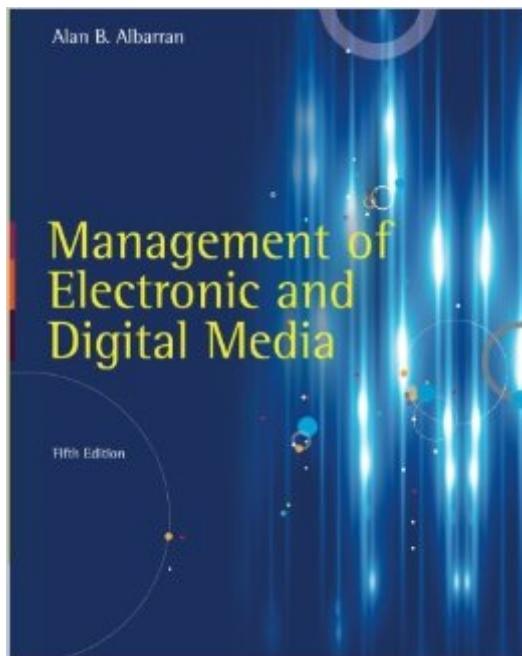


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# Management Of Electronic And Digital Media



## 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

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

Best Sellers Rank: #344,511 in Books (See Top 100 in Books) #171 inÂ Books > Humor & Entertainment > Radio > General Broadcasting #362 inÂ Books > Textbooks > Communication & Journalism > Media Studies #369 inÂ Books > Arts & Photography > Other Media > Film & Video

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A bit outdated as this industry is moving so fast, but provided solid historic background as a basis for understanding market

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