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The Rowman & Littlefield Handbook of Media Management and Business

By L. Meghan Mahoney and Tang Tang

This authoritative handbook connects research and industry practice in a one-stop reference for media students and professionals. Addressing the latest technologies and business practices, the handbook offers strategic guidance for solving media management issues in a convergent environment.

The Rowman & Littlefield Handbook of Media Management and Business connects research and industry practice to offer a strategic guide for aspiring and current media professionals in convergent environments. As a comprehensive one-stop reference for understanding business issues that drive the production and distribution of content that informs, entertains, and persuades audiences, aims to inspire and inform forward-thinking media management leaders.

The handbook examines media management and business through a convergent media approach, rather than focusing on medium-specific strategies. By reflecting media management issues in the information, entertainment, sports, gaming industries, contributed chapters explore the unique opportunities and challenges brought by media convergence, while highlighting the fundamental philosophy, concepts, and practices unchanged in such a dynamic environment.

This handbook examines media management through a global perspective, and encourages readers to connect their own diverse development to a broader global context. It is an important addition to the growing literature in media management, with a focus on new media technologies, business management, and internationalization.

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About the Authors

L. Meghan Mahoney is associate professor in the Department of Communication & Media at West Chester University of Pennsylvania. She regularly publishes research on issues related to new media audiences, social media, and media management. She is coauthor of *Strategic Social Media: From Marketing to Social Change*. She has published in the *Journal of Media Education*, *Journal of Intercultural Communication*, *Journal of Medical Internet Research*, *Journal of Development Communication*, and *Journal of Media and Communication Studies*. She has served leadership positions in the Broadcast Education Association and the Eastern Communication Association.

Tang Tang is Professor in the School of Media and Journalism, and School of Emerging Media and Technology at Kent State University. Her research interests include media management and business, uses and effects of emerging media technologies, and sport communication. Tang is a Faculty Fellow of the Television Academy, National Association of Television Program Executives, and International Radio and Television Society, and has held leadership positions in the Broadcast Education Association and the International Communication Association..

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