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Managing Media Work

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Managing Media Work provides a comprehensive, cross-national overview of the theory and practice of working in the media in the digital age. Focusing on three key areas—new media work, media professions, and media management—this text prepares students to effectively manage their own media careers and to manage human capital in creative companies. Written by leading international scholars, the book addresses the increasingly global, networked, and unpredictable nature of the media industry as well as the growing complexities of media work.

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