

Warner

## Media Management Review

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This unique publication deals exclusively with current media management issues. It fills a void in the current literature and provides an outlet for a growing number of media scholars and practitioners interested in the ever-changing and ever-more-complex field of media management. The Media Management Review was designed to appeal to working professionals who deal directly with managing the media: radio, television, cable, newspapers, magazines, new media, and advertising agencies. Written in a style that is both understandable and applicable, this annual volume is an indispensable resource filled with information on the latest media management theories and practices.



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