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Principles of Marketing for a Digital Age Tracy L. Tuten, 2022-11-25 Winner of the TAA 2021 Most Promising New Textbook award! This award-winning textbook introduces you to all the essential concepts and tools for marketing in a digital age. The new second edition retains a strong focus on digital and social media marketing, and has been updated to include cutting-edge coverage on the implications of Covid-19 on consumer behavior. Greater emphasis has been placed on sustainability, diversity and inclusion, providing you with the skills you will need to become an ethical and socially-minded marketer. The new edition also includes: • Over 30 case studies from global companies, including Netflix, Amazon, Zara, Tony's Chocolonely, Nissan, and Airbnb • A revamped 'Sustainability Spotlight' feature in every chapter that aligns with the UN's Principles for Responsible Management Education (PRME) initiative • A wide range of critical thinking questions that encourage you to reflect on real-world examples and scenarios. This textbook is your essential guide to marketing as part of an introductory marketing course at college or university. Principles of Management for a Digital Age is accompanied by online resources for instructors, including PowerPoints, a testbank, selected content from SAGE Business Cases and a teaching guide containing lecture objectives, chapter outlines, activities and discussion questions. Students can access additional video content and further reading for each chapter. Tracy L. Tuten is a professor of marketing at Sofia University, USA.

**Exploring Strategy, Text and Cases, 12th Edition** Gerry Johnson,2019 Exploring Strategy, 12th Edition, by Whittington, Angwin, Regner, Johnson and Scholes has long been the essential introduction to strategy for the managers of today and tomorrow and has sold over one million copies worldwide. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions ab.

<u>Transmedia/Genre</u> Matthew Freeman, Anthony N. Smith, 2023-02-05 This book brings genre back to the forefront of the current transmedia trend. Genres are perhaps the most innately transmedial of media constructs, formed as they are from all kinds of industrial, technological and discursive phenomena. Yet, few have considered how genre works in a multiplatform context. This book does precisely that, making a uniquely transmedial contribution to the study of genre in the age of media convergence. The book interrogates how industrial, technological and participatory transformations of digital platforms and emerging technologies reshape workings of genre. The authors consider franchises such as Star Wars, streaming platforms such as Netflix, catch-up services such as ITV Hub, creative technologies such as virtual reality, and beyond. In setting the stage for the revival of genre theory in contemporary transmedia scholarship, this book pushes forward understandings of multiplatform media and the emerging form and function of genre across contemporary culture.

The TV Brand Builders Andy Bryant, Charlie Mawer, 2016-04-03 The TV Brand Builders is the definitive account of how the biggest television networks, channels and programmes are created as brands, with rare privileged access to the marketing strategies and creative thinking behind culturally defining TV promos, digital and social media campaigns and design identities. Written by two leading practitioners responsible for work as famous as the BBC One hippos, the creation of a TV channel called Dave and the relaunch of Doctor Who, and featuring interviews with 50 leading industry experts from 8 countries, from HBO to ESPN, from DreamWorks to CANAL+, The TV Brand Builders combines practical advice and strategic insight with exclusive stories from the ratings front line. Online resources include a bonus chapter on TV channel design in a multi-screen world, plus a 'Student and Instructor's Manual' with chapter summaries.

**Online TV** Catherine Johnson,2019-01-04 With growth in access to high-speed broadband and 4G, and increased ownership of smartphones, tablets and internet-connected television sets, the internet has simultaneously begun to compete with and transform television. Online TV argues that these changes create the conditions for an emergent internet era that challenges the language and concepts that we have to talk about television as a medium. In a wide-ranging analysis, Catherine Johnson sets out a series of conceptual frameworks designed to provide a clearer language with which to analyse the changes to television in the internet era and to bring into focus the power dynamics of the online TV industry. From providing definitions of online TV and the online TV industry, to examining the ways in which technology, rights, interfaces and algorithms are used to control and constrain access to audiovisual content, Online TV is a timely intervention into debates about contemporary internet and television cultures. A must-read for any students, scholars and practitioners who want to understand and analyse the ways in which television is intertwining with and being transformed by the internet.

*Private Television in Western Europe* K. Donders,C. Pauwels,J. Loisen,2016-01-23 Private Television in Western Europe: Content, Markets, Policies describes, analyses and evaluates the phenomenon of private television in Europe, clustered around the themes of European and national experiences, content and markets, and policies.

Writers' & Artists' Yearbook 2018 Bloomsbury Publishing,2017-07-27 This bestselling guide to all areas of publishing and the media is completely revised and updated every year. The Yearbook is packed with advice, inspiration and practical guidance on who to contact and how to get published. Foreword to the 2018 edition by David Lodge New articles in the 2018 edition on: - Writing popular history by Tom Holland - Editing and writing by Diana Athill - Ghostwriting by Gillian Stern - Writing Thrillers by Kimberley Chambers - The health and wellness market by Anita Bean - Self-publishing online by Harry Bingham - How to choose your agent by Jo Unwin - First Chapters by Emma Flint - Pitching your ideas by Mike Unwin - How to make a living by Alison Branagan All articles are reviewed and updated every year. Key articles on Copyright Law, Tax, Publishing Agreements, E-publishing, Publishing news and trends are fully updated every year. Plus over 4,000 listings entries on who to contact and how across the media and publishing worlds In short it is 'Full of useful stuff' - J.K. Rowling

<u>The Talent Industry</u> Raymond Boyle,2018-07-28 This book explores how the digital multiplatform delivery of television is affecting the role performed by cultural intermediaries responsible for talent identification and development. Drawing on original research from key stakeholders across the television and social video sectors such as broadcasters, commissioning editors and talent agents, it investigates whether the process of digitization is offering new pathways to capture and nurture a diverse talent base within the UK television industry. It also provides an in-depth study of how the term 'talent' has historically been interpreted and understood within the UK television industry through the BBC and commercial PSB's, such as ITV and Channel 4. The Talent Industry investigates how the traditional gatekeepers of talent in television are changing and examines the key role of talent agencies in managing and promoting contemporary on and off-screen talent in the digital age.

<u>The Secrets of Big Business Innovation</u> Daniel Taylor,2015-05-12 Great companies thrive on innovation, but the day-to-day operations of corporate giants are designed to optimise the core business, drive efficiency and avoid risk. Yet these goals are the very opposite of the focus of innovation! In every big business, there are corporate entrepreneurs tasked with delivering innovation projects within this context. How can they overcome the challenges and drive successful innovation in their organisation? In this insider's guide, Dan Taylor has unique first-hand access to some of the world's most experienced and successful corporate

entrepreneurs – from companies including Amazon, Barclays, British Airways, MasterCard, Philips, Procter & Gamble, Shell, Sky News, Tesco and Virgin. In more than 100 case study examples, these experts reveal the secrets that are the difference between success and failure in big business innovation. The expert accounts are presented within a framework that follows the lifecycle of an innovation project – establishing an innovation programme, delivering innovation projects and finally sustaining innovation into the future. Throughout, the focus is on key insights that will help innovators to avoid the obstacles and pitfalls that often occur in innovation projects. Important areas covered include: -- Purpose and goals -- Governance and leadership -- People, skills and culture -- Opportunity identification and selection -- Idea evolution and development -- Achieving scale -- Portfolio management This go-to guide is essential reading for anyone who wants to learn from the world's best and become a successful corporate innovator!

EBOOK: Media Convergence Tim Dwyer, 2010-02-16 With Media Convergence, Tim Dwyer has given us a bold restatement of the political economy approach for a 21st century media environment where traditional industry silos are collapsing, and where media users are increasingly engaged with the production and distribution of media and not simply its consumption. The book displays considerable attention to institutional detail and comparative analysis, and is well designed to provide a road map of current and future trends for policy makers and media activists, as well as students and future workers in the convergent media space. Professor Terry Flew, Creative Industries Faculty, Queensland University of Technology, Australia How will people access digital media content in the future? What combination of TV, computer or mobile device will be employed? Which kinds of content will become commonplace? Rapid changes in technology and the media industries have led to new modes of distributing and consuming information and entertainment across platforms and devices. It is now possible for newspapers to deliver breaking news by email alerts or RSS feeds, and for audiovisual content to be read, listened to or watched at a convenient time, often while on the move. This process of 'media convergence', in which new technologies are accommodated by existing media industries, has broader implications for ownership, media practices and regulation. Dwyer critically analyses the political, economic, cultural, social, and technological factors that are shaping these changing media practices. There are examples of media convergence in everyday life throughout, including IPTV, VoIP and Broadband networks. The impacts of major traditional media players moving into the online space is illustrated using case studies such as the acquisition of the social networking site MySpace by News Corporation, and copyright issues on Google's YouTube. This informative resource is key reading for media studies students, researchers, and anyone with an interest in media industries, policy and regulation.

*Children's Writers' & Artists' Yearbook 2017* Bloomsbury Publishing,2016-07-28 Foreword by Frances Hardinge The annual, bestselling guide to all aspects of the media and how to write and illustrate for children and young adults. Acknowledged by the media industries and authors as the essential guide to how to get published. The 70+ articles are updated and added to each year. Together they provide invaluable guidance on subjects such as series fiction, writing historical or funny books, preparing an illustration portfolio, managing your finances, interpreting publishers' contracts, self-publishing your work. NEW articles for the 2017 edition included on: - Wanting to be a writer by Simon Mason - Finding new readers and markets by Tom Palmer - News and trends in children's publishing 2015-16 by Caroline Horn - Series fiction: writing as a part of a team by Lucy Courtenay - Creating a children's comic by Tom Fickling All of the 2,000 listings of who to contact across the media have been reviewed and updated. The essential guide for any writer for children.

Media Ownership Gillian Doyle,2002-04-17 The digital revolution is transforming media and

communications industries worldwide, and media companies are keen to emerge at the forefront of an increasingly transnational and competitive communications marketplace. However, the volume and scale of mergers and alliances involving media players has raised considerable challenges for regulators and state authorities alike. Media Ownership: - Investigates the commercial and strategic advantages of consolidation and cross-media expansion - Examines the socio-political and cultural implications of media concentration - Analyzes how policy makers have responded to media concentration and convergence - Assesses the relationship between media ownership and economic performance - Looks at the balance of power between politicians and media owners This book offers an up-to-date critical overview of the contemporary media environment, as such it will be an essential text for all those with an interest in media economics, media policy, media law and management.

<u>Writers' & Artists' Yearbook 2019</u> Bloomsbury Publishing,2018-07-26 This bestselling guide to all areas of publishing and the media is completely revised and updated every year. The Yearbook is packed with advice, inspiration and practical guidance on who to contact and how to get published. Foreword by Joanne Harris, bestselling author of 18 novels, including Chocolat New articles in the 2019 edition include: Ruby Tandoh Writing a cookbook Andrew McMillan How to become a poet Claire North Writing speculative fiction Frances Jessop Writing about sport Jane Robinson Writing non-fiction Tony Bradman A successful writing career James Peak Should I make an audio book? Wyl Menmuir Debut success Alice Jolly Crowdfunding your novel Andrew Lownie Submitting non-fiction Lynette Owen UK copyright law All articles are reviewed and updated every year. Key articles on Copyright Law, Tax, Publishing Agreements, E-publishing, Publishing news and trends are fully updated. Plus over 4,000 listings entries on who to contact and how across the media and publishing worlds In short it is 'Full of useful stuff' - J.K. Rowling

Know it All, Find it Fast for Youth Librarians and Teachers Christinea Donnelly,2012 A brand new version of the best-selling enquiry desk reference text, Know it All, Find it Fast, specifically designed for those working with children and young people in schools, public libraries and at home. Including an invaluable overview of the education system and the school curriculum as well as a comprehensive listing of useful resources by topic, this A-Z covers school subjects from science and maths to reading and literacy, and more general themes such as children's health, wellbeing and hobbies. Each topic is broken down into useful sections that will help to guide your response; Typical questions outline common queries such as 'Have you got any information about volcanoes?' Considerations provides useful hints and tips i.e. 'Geography now encompasses not only physical and human geography but also environmental geography, social geography, geology and geopolitics.' Where to look lists relevant printed, digital and online resources with useful annotations explaining their scope and strengths Readership: This is the must-have quick reference tool arming librarians and teachers with the knowledge to deal with any queries thrown at them from children and young people as well as their parents and caregivers. It will also be a handy reference for parents and anyone working with children and young people in other organizations such as homework clubs and youth workers.

<u>Applications and Usability of Interactive TV</u> María José Abásolo, Raoni Kulesza, 2015-10-27 This book constitutes the refereed proceedings of the Third Iberoamerican Conference on Applications and Usability of Interactive TV, jAUTI 2014, and the Third Workshop on Interactive Digital TV, WTVDI 2014, held as part of Webmedia 2014, João Pessoa, Brazil, in November 2014. The 10 revised full papers presented were carefully reviewed and selected from 26 submissions. The papers are organized in topical sections on IDTV overview; IDTV development tools; IDTV evaluation and testing; IDTV accessibility and usability.

Television and the Second Screen James Blake,2016-11-10 Television is changing almost beyond recognition. In the battle for consumers, social media sites, smart phones and tablets have become rivals to traditional linear TV. However, audiences and producers are also embracing mobile platforms to enhance TV viewing itself. This book examines the emerging phenomenon of the second screen: where users are increasingly engaging with content on two screens concurrently. The practice is transforming television into an interactive, participatory and social experience. James Blake examines interactive television from three crucial angles: audience motivation and agency, advances in TV production and the monetisation of second screen content. He also tracks its evolution by bringing together interviews with more than 25 television industry professionals - across the major UK channels - including commissioning editors, digital directors, producers and advertising executives. These reveal the successes and failures of recent experiments and the innovations in second screen projects. As the second screen becomes second nature for viewers and producers, the risks and opportunities for the future of television are slowly beginning to emerge. Television and the Second Screen will offer students and scholars of television theory, industry professionals and anyone with an abiding interest in television and technology, an accessible and illuminating guide to this important cultural shift.

Television Versus the Internet Barrie Gunter, 2010-09-01 This book will explore the questions raised by the technological developments that have encouraged the multiplication of TV channels. TV is moving through a period of rapid change. Governments around the world are switching from analogue to digital forms of transmission to further expand the amount of content that TV signals can carry. At the same time, competition for eyeballs has also grown from outside that traditional marketplace with the emergence of the Internet. The roll-out of broadband and increased bandwidth has had the greatest impact on television because online technology can readily convey the same content. All these changes have created a great deal more competition for viewers within the traditional TV marketplace. The Internet has proven to be especially popular with young people who have adopted its applications to a far greater extent than their elders, though even the latter have now begun to take up online activities in significant numbers. Are these audiences the same? Do people make a choice between these two media or do they use them both at different times and for different reasons? Can television utilise the Internet in profitable ways to enhance its market position? Will television have to evolve from its current state to provide the kinds of content reception services to which people have become accustomed in the online world? If it does need to change to survive, will this nevertheless mean a radical new configuration of content and the disappearance of 'channels' with fixed, pre-determined programme schedules? Examines the implications of new interactive communications technologies for the way people will use television in the future Presents an analysis of changing styles of television viewing and changing orientations towards television Examines the growing importance of the broadband internet as a source of information and entertainment

<u>The Transformation of Television Sport</u> M. Milne,2016-04-08 The Transformation of Television Sport: New Methods, New Rules examines how developments in technology, broadcasting rights and regulation combine to determine what sport we see on television, where we can see it and what the final output looks and sounds like.

<u>Writers' & Artists' Yearbook 2017</u> Bloomsbury Publishing,2016-07-28 This bestselling guide to all areas of publishing and the media is completely revised and updated every year. The Yearbook is packed with advice, inspiration and practical guidance on who to contact and how to get published. New articles in the 2017 edition on: Stronger together: writers united by Maggie Gee Life writing: telling other people's stories by Duncan Barrett (co-author of the Sunday Times bestseller GI Brides) The how-to of writing

'how-to' books by Kate Harrison (author of the 5:2 Diet titles) Self-publishing Dos and Dont's by Alison Baverstock The Path to a bestseller by Clare Mackintosh (author of the 2015 Let Me Go) Getting your lucky break by Claire McGowan Getting your poetry out there by Neil Astley (MD and Editor at Bloodaxe Books) Selling yourself and your work online by Fig Taylor Then and now: becoming a science fiction and fantasy writer - Aliette de Bodard Writing (spy) fiction - Mick Herron Making waves online - Simon Appleby All articles are reviewed and updated every year. Key articles on Copyright Law, Tax, Publishing Agreements, E-publishing, Publishing news and trends are fully updated every year. Plus over 4,000 listings entries on who to contact and how across the media and publishing worlds In short it is 'Full of useful stuff' - J.K. Rowling Foreword to the 2017 edition by Deborah Levy.

A European Television Fiction Renaissance Luca Barra, Massimo Scaglioni, 2020-11-29 This book maps the landscape of contemporary European premium television fiction, offering a detailed overview of both the changes in the digital production and distribution and the emergence of specific national and transnational case histories. Combining a media-production approach with a textual and audience analysis, the volume offers a complex, stratified, systemic view of ongoing aesthetic, sociocultural and industrial developments in contemporary European TV. With contributions from leading experts in the field, the book first offers an overview of the industrial, policy and cultural context for the renaissance of European television drama over the past decade, based on original comparative research. This research is then supported by case study chapters from the key contexts within which quality European television is being produced, offering a complex and complete picture of the industry's strengths and limitations, its traditions and trends, its constraints and future perspectives. A European Television Fiction Renaissance is a mustread book for TV scholars working across Europe and beyond in the areas of media studies, international communications and television studies, media industries studies, production studies, European studies, and media policy studies as well as for those with an interest in television drama, Netflix, globalisation, pay TV and on demand.

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