



The Economics and Financing of Media Companies: Second Edition

By Robert G. Picard



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In this updated and expanded edition of the acclaimed Economics and Financing of Media Companies, leading economist and media specialist Robert G. Picard employs business concepts and analyses to explore the operations and activities of media firms and the forces and issues affecting them. Picard has added new examples and new data, and he covers such emerging areas as the economics of digital media. Using contemporary examples from American and global media companies, the book contains a wealth of information, including useful charts and tables, important for both those who work in and study media industries. It goes beyond simplistic explanations to show how various internal and external forces direct and constrain decisions in media firms and the implications of the forces on the type of media and content offered today.

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Bibliography

- Sales Rank: #6945594 in Books
- Brand: Brand: Fordham University Press
- Published on: 2011-06-01
- Released on: 2010-10-23
- Original language: English
- Number of items: 1
- Dimensions: 6.20" h x .80" w x 9.10" l, 1.15 pounds
- Binding: Hardcover
- 270 pages

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Editorial Review

Review

"Robert Picard's The Economics and Financing of Media Companies is to the media economics genre as Tom Clancy's Clear and Present Danger is to action novels. . . Picard's book is a tour de force, covering an impressive territory with some surprising twists."-Benjamin Compaine, The Journal of Media Economics

Picard nicely covers traditional media with respect to both economics and finance and addresses many aspects of digital media. --Choice

About the Author

Robert G. Picard, author and editor of 22 books, is Hamrin Professor of Media Economics and Director, Media Management and Transformation Centre, Jonkoping University, Sweden, and a fellow at the Reuters Institute at the University of Oxford.

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