



# Media Management: A Casebook Approach (Routledge Communication Series)

*Stephen Lacy, Jan LeBlanc Wicks, George Sylvie, Angela Powers, Ardyth Broadric Sohn*

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This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis. Although research studies exist in several different scholarly journals, and applicable cases are available through various sources, this work represents one of the first efforts to combine the broad concerns of the field with relevant cases. Approaching media management as a decision-making process, this book provides a framework and materials for analysis, discussion and problem solving within various media such as ad agencies, cable companies, magazines, newspapers and broadcasting stations. All cases, however, are designed to illuminate not only the differences present in management environments but the similarities between media companies. 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers.

The book's goals are:

- \* to provide access to a seldom-used approach to discussing media management
- \* to supplement currently available materials concerning issues relevant to managing a media organization.

Practice in evaluative and descriptive analyses is provided, which seeks to suggest questions for individual research as well as more formal classroom debate and discussion. Original cases researched and written by the authors -- former managers and/or employees in media organizations -- are included throughout this volume.

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