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Media Economics (Key Concerns in Media Studies)

Stuart Cunningham, Terry Flew, Adam Swift
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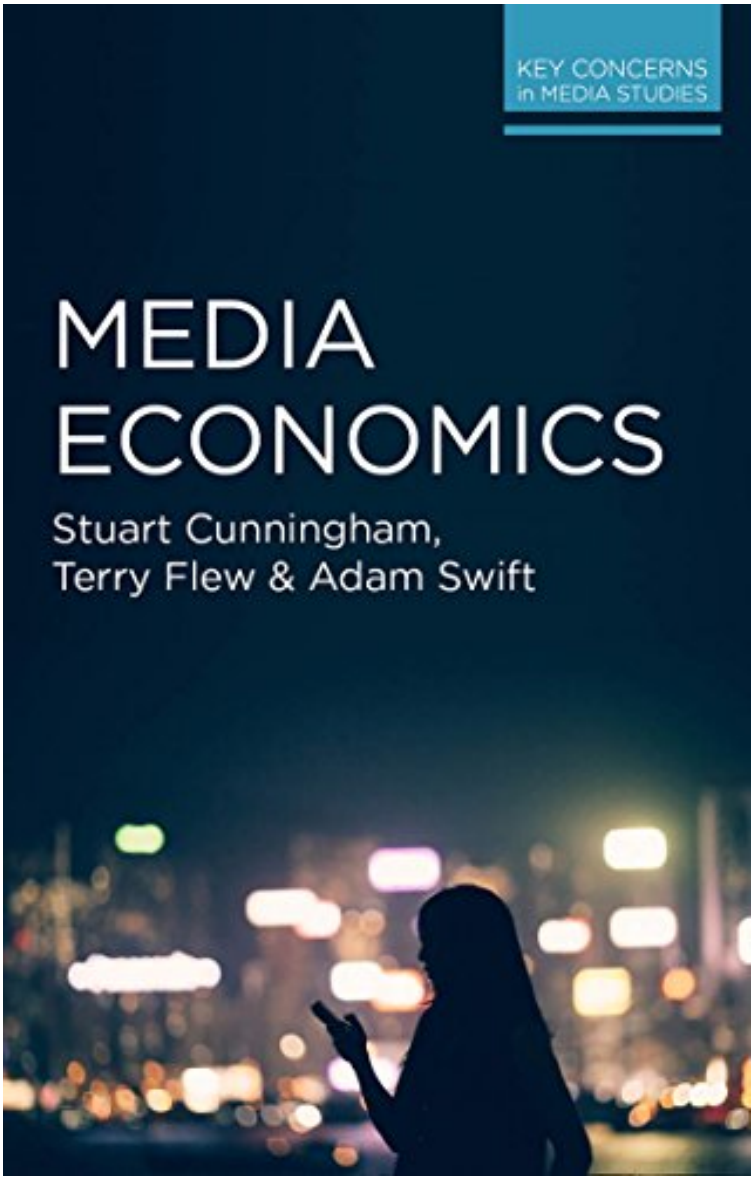

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Stuart Cunningham, Terry Flew, Adam Swift : Media Economics (Key Concerns in Media Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Media Economics (Key Concerns in Media Studies):

0 of 1 people found the following review helpful. Five StarsBy Anne CramerGood product, as advertised.

Understanding the economic paradigms at work in media industries and markets is vitally important for the analysis of

the media system as a whole. The changing dynamics of media production, distribution and consumption are stretching the capacity of established economic paradigms. In addition to succinct accounts of neo-classical and critical political economics, the text offers fresh perspectives for understanding media drawn from two 'heterodox' approaches: institutional economics and evolutionary economics. Applying these paradigms to vital topics and case studies, Media Economics stresses the value ndash; and limits ndash; of contending economic approaches in understanding how the media operates today. It is essential reading for all students of Media and Communication Studies, and also those from Economics, Policy Studies, Business Studies and Marketing backgrounds who are studying the media.

ldquo;This book is designed to be an undergraduate or postgraduate text in media and communications studies. Its accessibility means that it should have a broader appeal as a text in areas such as business studies and policy studies. hellip; the insights and case studies provide helpful argumentation for rapidly changing business models.rdquo; (Rob Nicholls, Telecommunications Policy, Vol. 40, 2017) "A contemporary 'real world' overview of the role of media economics in the global media landscape. This textbook will stretch student and experienced scholar alike." ndash; Lynn Whitaker, Lecturer in Cultural Industries and Cultural Policy, University of Glasgow, UK "Media economics is a complicated matter, but Media Economics attracts readers' attention. What makes the book particularly worthwhile is the clear and well informed theoretical underpinning from several perspectives." ndash; Josef Trappel, Professor of Media Policy and Media Economics, University of Salzburg, AustriaFrom the Back CoverUnderstanding the economic paradigms at work in media industries and markets is vitally important for the analysis of the media system as a whole. The changing dynamics of media production, distribution and consumption are stretching the capacity of established economic paradigms. In addition to succinct accounts of neo-classical and critical political economics, the text offers fresh perspectives for understanding media drawn from two 'heterodox' approaches: institutional economics and evolutionary economics. Applying these paradigms to vital topics and case studies, Media Economics stresses the value ndash; and limits ndash; of contending economic approaches in understanding how the media operates today. It is essential reading for all students of Media and Communication Studies, and also those from Economics, Policy Studies, Business Studies and Marketing backgrounds who are studying the media.