

## Media Economics Theory And Practice

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media economics refers to ‘ the business operations and financial activities of firms producing and selling output into the various media industries ’ (1998: 2). Media economics, then, is concerned with a range of issues including international trade, business strategy, pricing policies, competition and industrial concentration as they affect media firms and industries. These themes are explored below, as each of the main sub-sectors of the media is examined in turn. The predominant ...

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and strategies that affect markets, financing, and management of such industries. Third edition includes chapters on the Internet, advertising, and book and magazine publishing.

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