



# Electronic Media Management, Revised

*By Peter Pringle, Michael F Starr*

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The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years - the Internet as an important information transmission format that is here to stay and convergence among media. This edition features thorough discussions on the Internet and convergence, as well as reflects the latest information on broadcast and cable regulations and policies. It also includes a fresh batch of case studies, and study questions. As in previous editions, this book also covers management theory, audience analysis, broadcast promotion, and marketing.

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## **Editorial Review**

### **About the Author**

Peter Pringle is a veteran British foreign correspondent. He is the author and coauthor of several nonfiction books, including the bestselling "Those Are Real Bullets, Aren't They?" He lives in New York City.

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