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Richard A. Gordon

Media, Telecommunications and Business Strategy

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Media Telecommunications And Business Strategy

**Kulwant Singh,Nitin Pangarkar,Loizos
Th Heracleous**

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represent the geographic and economic diversity of the different countries industries and firms within Asia Abhigyan,2000 **The Economics of the Mass Media** Gillian Doyle,2006 The study of the mass media has flourished over recent decades Whereas media and communications have traditionally been studied via the lens of sociology or other non economic disciplines the perspectives and frameworks offered by economics are now properly recognised as central to our understanding of the organization and behaviour of the mass media a fact reflected in this unique collection As more and more economists have turned their attention to media firms and industries a rich and diverse body of literature has emerged The articles drawn together in this volume present a survey of the papers that have contributed in important ways to this developing field of enquiry **Willing's Press Guide** ,2004 Coverage of publications outside the UK and in non English languages expands steadily until in 1991 it occupies enough of the Guide to require publication in parts **Management**

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