

The Routledge logo, featuring a stylized white 'R' on a black background with the word 'ROUTLEDGE' written vertically in white capital letters to its left.

**HANDBOOK OF
MEDIA MANAGEMENT
AND ECONOMICS**

SECOND EDITION

A red abstract background featuring several diagonal light trails that create a sense of motion and depth, with some trails ending in small white dots.

**EDITED BY
ALAN B. ALBARRAN
BOZENA I. MIERZEJEWSKA
JAEMIN JUNG**

Handbook of Media Management and Economics (2nd Edition), 2018

Edited By Alan Albarran, Bozena Mierzejewska and Jaemin Jung

by Dinara Tokbaeva for JOCIS

A much-anticipated second edition of the Routledge **Handbook of Media Management and Economics** came out in 2018. It's exactly a dozen years since the publication of the handbook's first edition in 2006. This volume's editors, all very well-known scholars in the field, Alan Albarran, Bozena Mierzejewska and Jaemin Jung, have done a tremendous job of putting together the most up-to-date scholarly debates in media economics and management. The 500-page-long volume includes contributions of leading media experts from Europe, Asia and Latin America. Each of the authors closely looked at how media management has advanced so far in their local contexts and what media companies are still challenged by. Therefore, it is fascinating to be able to compare and contrast the developments as well as the stumble blocks by getting to know the informed points of view of media management scholars all gathered in

one handbook. Apart from that, the book covers the practical issues in strategic media management, human resource management at media firms, marketing and branding, media policy, media innovation, media entrepreneurship, media and advertising, and mobile media. There are also several contributions suggesting on how to advance and/or solve some methodological and theoretical issues related to media research. Routledge's **Handbook of Media Management and Economics** is an unparalleled reference for students, academics, policymakers and practitioners. In its continuous effort to explore the current state of fact and set the agenda for the future throughout dozens of years, the **Handbook of Media Management and Economics** invaluablely promotes the field and establishes media management as a self-standing scientific discipline. We look forward to reading the third edition to come.