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MEDIA AND DIGITAL MANAGEMENT



ELI M. NOAM



ADVANCED

MANAGING MEDIA AND DIGITAL ORGANIZATION



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Media and Digital Management, 2019 and Managing Media and Digital Organizations, 2019

By Eli Noam

by Dinara Tokbaeva for JOCIS

In 2019, Palgrave Macmillan published two books on media management by an influential thinker, Eli M. Noam. These are not to be missed by both business and media and communication scholars. The first work, **Media and Digital Management**, is the introduction to media management which applies basic principles of MBA curriculum for the discussion of media cases. The second publication, **Managing Media and Digital Organizations** is the advanced guide into management across the media, offering a comprehensive review of current debates, models and case studies in the media and digital sectors. Eli M. Noam is Professor of Finance and Economics at Columbia University Business School and the Garrett Chair of Public Policy & Business Responsibility. After having obtained his BA, MA and PhD in Economics from Harvard University, Noam has authored more than 30 seminal books on media and society and media ownership and concentration. His 2019 publications by Palgrave can serve as desk companions for those

with the commercial and/or academic interest in the booming field of the media business. Bachelor and Masters-level students may enjoy the artful intertwining of fundamental concepts that run the business and the media worlds in **Media and Digital Management**. Professionals, policy makers and academics seeking to contribute to the field may benefit a lot from reading the captivating case-based **Managing Media and Digital Organizations**. Eli Noam has made sure that both textbooks are a pleasant read by using very clear and concise language not overloaded with riddles and complexities. These books may not serve as a “how to do a media company” tutorial, but they skillfully reveal all the internal mechanics of various types of media businesses, including the digital ones. Therefore, the one who seeks a comprehensive read on media management may well find what s/he is looking for in these indispensable and the most up-to-date guides by Eli Noam.