

Managing Media and Digital Organization

Eli Noam

by Joana Lopes

This edition, by Eli Noam, of "Managing Media and Digital Organizations" is a must have tool for those in the media and digital sectors, a complete guidebook on how to apply business skills to the media industry. The media and digital sectors are at the center of today's world economy, as information becomes a most valuable currency. Also, entertainment has gain new boundaries – or lack there of –, given its integration within new technologies. This novelty reality conveys higher demand and different ways to access this kind of property – unintelligible. Such has required a multi-disciplinary adaptation of its management. Hence, Eli Noam presents this solution for its understanding and acknowledgement.

"Managing Media and Digital Organizations" is a well-structured book with an extremely comprehensive and clear language, ideal for graduate students and professionals, as it is intended. It includes several case studies around the world to make sure we understand the theory within its practice. It applies business managerial skills to the intellectual and digital world, so to contextualize it in the economy.

Before it analyzes the adaptation of most technical aspects of managing any industry to the particular nature of the media and digital world, such as financing, costs, production, distribution, human

resources, laws, etc., Eli Noam clarifies the context and frameworks the specificities of this industry, as it has technological demands as well as an unintelligible characteristic to it. It goes over the information, content and movie industry through the several disciplines which move any business.

Eli Noam is somewhat of a veteran in what concerns economics and management of information, and a in depth scholar of communication. Being his work most focused on the economics, management, and policy of media and the digital world, and taking that he also initiated the MBA concentration in the Management of Media, Communications, and Information at the Business School, there couldn't be a most perfect author for the coursebook this is. He is also a professor of Finance and Economics at the Columbia Business School, as well as the director of the Columbia Institute for Tele-Information (CITI), besides having written numerous books on the subject.

"Managing Media and Digital Organizations" is the book to have if you're aiming to become a creative manager with a higher sense of responsibility, most effective and productive.