

Media and Digital Management

Eli Noam

by Joana Lopes

“Media and Digital Management” is a coursebook straight out of the business school aimed for the college student. Written so clearly it looks like a narrative of a story, that of the economy of recent history. Once again, Eli Noam carries out the mission of illuminating young minds towards, not only all aspects of running a business within media, also the comprehension of the need for a new managerial strategy.

This book explains the need for “Media Management” given the escalating importance of the sector in world economy. The time and money spent on digital increases every day, leading to growing revenues worldwide, while the public’s demands tend to become more complex.

The media sector is portrayed as a net of segments intertwined and influencing each other in economic terms, so realizing the different effects of all sectors becomes a basic notion. The book also demonstrates that media and digital industries are essentially about content creation, distribution platforms and technology devices, dedicating chapters to these specific factors, explaining how business functions apply to each segment. Additionally, given the convergence of segments and functions in the media industry, the economy today is in need of managers who understand the dual nature of these industries’ matrix:

the dimension of the various industries (music, film, the Internet, etc.); and the sectoral elements of each industry.

Being such an experienced and well-versed professional in media management, there couldn’t be a better choice to write a coursebook like this. With it one can perfectly understand the change in economics due to these industries dominance, the need for an adaptation and the tools necessary for their management, and the various elements converging.

Eli Noam, as the Director of the Columbia Institute for Tele-Information. CITI, and having taught in several renowned institutions, written over 400 articles in economics, legal, communications, information, public finance as well as over 20 books, writes “Media and Digital Management” for the future media managers.