Contents _____

Preface

| Chapter 1: Managing Media Work Mark Deuze and Brian Steward | 1 |
|--|----|
| SECTION I: MANAGEMENT AND THE CREATIVE INDUSTRIES | 11 |
| This introductory section offers historical context and critical discussion of the role of media management and creative labor in contemporary society. Every chapter focuses on a central theme in media management and media work from the perspective of individual careers, media industries, and organizations. | |
| Chapter 2: Media Management in Theory and Practice Bozena I. Mierzejewska | 13 |
| Chapter 3: The Management of the Creative Industries: From Content to Context Chris Bilton | 31 |
| Chapter 4: Managing Strategy and Maximizing Innovation in Media Organizations Lucy Küng | 43 |
| SECTION II: MEDIA WORK, POLICY, AND ECONOMICS | 57 |
| Key texts map the economic and policy context of managing media companies and the organization of labor and production across the creative industries. | |
| Chapter 5: New Media Policies Terry Flew | 59 |
| Chapter 6: Global Deregulation and Media Corporations Philip M. Napoli | 73 |
| Chapter 7: The New International Division of Cultural Labor Toby Miller | 87 |

| SECTION III: MEDIA PROFESSIONS | 101 |
|--|-----|
| Key media professions are investigated in terms of the changing nature of work in these professions, focusing on concepts like portfolio work-lives, patchwork and boundaryless careers, re- and multiskilling, the learning economy and the learning organization, creative management, individualization of work, and the shift toward project- or team-based labor. | |
| Journalism | |
| Chapter 8: Journalism in a Network Jane B. Singer | 103 |
| Chapter 9: Atypical Newswork, Atypical Media Management Mark Deuze and Leopoldina Fortunati | 111 |
| Chapter 10: On the Wisdom of Ignorance: Knowledge and the Management of Contemporary News Organizations Pablo J. Boczkowski | 121 |
| Chapter 11: Understanding Multinational Media Management Tim Marjoribanks | 133 |
| Television and Film | |
| Chapter 12: The Organization of Film and Television Production Keith Randle | 145 |
| Chapter 13: Producing Filmed Entertainment Alisa Perren | 155 |
| Chapter 14: New Firms in the Screen-Based Media Industry: Startups, Self-Employment, and Standing Reserve Charles H. Davis | 165 |
| Chapter 15: Connecting the Dots: Structure, Strategy, and Subjectivity in Entertainment Media Susan Christopherson | 179 |
| Advertising, Public Relations, and Marketing Communications | |
| Chapter 16: Advertising: Structure, Agency, or Agencement? Liz McFall | 191 |
| Chapter 17: From Full-Service Agency to 3-D Marketing Consultants: "Creativity" and Organizational Change in Advertising | 199 |

209

Sean Nixon

Identity in the Digital Age

Chapter 18: Advertising Management and Professional

Chris Hackley and Amy Rungpaka Tiwsakul

| Chapter 19: Managing Global Public Relations in the New Media Environment Marina Vujnovic and Dean Kruckeberg | 217 |
|---|-----|
| New Media Work | |
| Chapter 20: The Culture of Gamework Aphra Kerr | 225 |
| Chapter 21: Same as the Old Boss? Changes, Continuities, and Careers in the Digital Music Era Eric Harvey | 237 |
| Chapter 22: "Life Is a Pitch": Managing the Self in New Media Work Rosalind Gill | 249 |
| SECTION IV: FUTURE PERSPECTIVES | 263 |
| The final section of the volume features analyses and future perspectives on the emerging global media industry. | |
| Chapter 23: Managing Media Companies Through the Digital Transition Annet Aris | 265 |
| Chapter 24: Urgent Aphorisms: Notes on Organized Networks for the Connected Multitudes Geert Lovink and Ned Rossiter | 279 |
| Index | 291 |
| About the Editor | 301 |
| About the Contributors | 302 |