

Content platform: reconstruction of the new media operators force(Chinese Edition)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-03-01 Pages: 265 Publisher: the basic information about the title of the Communication University of China Press: platform: new force reconfigurable media operators List Price: 49.80 yuan Author: Zhou ying Press: Communication University of China Publishing Society Publication Date: March 1. 2012 ISBN: 9787565704246 words: Page: 265 Edition: 1st Edition Binding: Paperback: Weight: 662 g Editor's Choice Content Platform: reconstruction of the power of the new media operators in the analysis of the status of the media industry topics introduced in the framework of traditional strategic management research media studies perspective and theoretical analysis of the media industry's strategic development goals from the perspective of content platform. This perspective so that we are no longer bound by the traditional theoretical framework of the mass media theoretical justification of the completion of the basic assumptions of the spread Media Construction of the digital age. The executive summary content platform: reconfigurable media operators new force of seven chapters. About future media envisaged the content platform concept and the formation of the structure of the content platform. content platform media attribute analysis. content platform operating model. How to operate a successful platform is the main concern for Content Platform: reconstruction of new media operations forces . The content of the concept of the platform in the industry in the ascendant. thinking about it will help academics. industry and managers grasp the future development of the media and judged. Contents Preface origin: media and video Tomorrow Chapter media envisaged in Section I crack the supply and demand of traditional media predicament Section II non-mass scarcity jungle affluent jungle Section III idea the future of media - content platform Chapter Summary...



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