



Telecommunications and Business Strategy

By Richard A. Gershon

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With today's communications industry experiencing major changes on an almost daily basis, media managers must have a clear understanding of the different delivery platforms, as well as a grasp of critical management, planning, and economic factors in order to stay current and move their organizations forward.

Telecommunications and Business Strategy helps current and future media professionals understand the relationship and convergence patterns between the broadcast, cable television, telephony, and Internet communication industries. Author Richard A. Gershon examines telecommunications industry structures and the management practices and business strategies affecting the delivery of information and entertainment services to consumers. He brings in specialists to present the finer points of management and planning responsibilities. Case studies from the International Radio and Television Society (IRTS) competition supplement the main text and offer an invaluable perspective on management issues.

Developed for students in telecommunications management, electronic media management, and telecommunication economics, this volume also serves as a practical reference for the professional manager.

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Editorial Review

About the Author

Richard A. Gershon Ph.D. (Ohio University), is Professor and co-founder of the Telecommunications and Information Management program at Western Michigan University, where he teaches courses in Telecommunications Management, Law and Policy and Communication Technology. His previous publications include *The Transnational Media Corporation: Global Messages and Free Market Competition*, winner of the 1998 Book of the Year by the National Cable Television Center. Dr. Gershon has received the Steven H. Coltrin Professor of the Year Award (2000) by the International Radio and Television Society (IRTS), and the Barry Sherman Award for Teaching Excellence (2001) by the Management and Economics division of the Association for Education in Journalism and Mass Communication. In 2007, he was the recipient of the Distinguished Teaching Award at Western Michigan University. Dr. Gershon is a founding member of the International Telecommunications Education and Research Association (ITERA) and served as the organization's first President.

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