

Media Management A Casebook Approach

Crisis CommunicationsCrisis CommunicationsStudent Workbook to Accompany
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Care ProfessionalsBasic Electronic DiscoveryCaffey's Pediatric Diagnostic Imaging
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crisis communications a casebook approach presents case studies of
organizational corporate and individual crises and analyzes the communication
responses to these situations demonstrating how professionals prepare for and

respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis author kathleen fearn banks addresses how to choose the best possible words to convey a message the best method for delivering the message and the precise and most appropriate audience in addition to illustrating how to avoid potential mismanagement the fifth edition of crisis communications includes updated cases that provide wider coverage of international crises and media technologies it includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters new case studies include police departments and community trust the oso mudslide in washington school shootings communications to and for children and two additional international case studies ebola strikes liberia firestone strikes ebola and nut rage and korean airlines previous case studies no longer in this edition can be found on the book s companion website which also includes the instructor s manual with exercises in crisis responses guidelines for crisis manual preparation and other teaching tools routledge com cw fearn banks looking at both classic and modern cases in real world situations crisis communications provides students with real world perspectives and insights for professional responses to crises it is intended for use in crisis communications crisis management and pr case studies courses also available for use with this text is the student workbook to accompany crisis communications providing additional discussion questions activities key terms case exercises and further content for each chapter

crisis communications presents case studies of organizational and individual problems that may become crises and the communication responses to these situations helping professionals prepare for crises and develop communications plans the third edition of this essential reference explores critical issues concerning how organizations companies and individuals communicate with the news media employees and consumers in times of crisis author kathleen fearn banks addresses how to choose the best possible words to convey a message

the best method for delivering the message and

no company organization or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan this student workbook reviews the critical terminologies processes and skills needed for understanding and responding to crises it prepares individuals for responding to crises in a variety of contexts and reinforces strategies and tactics to be used during a crisis chapters include instructive case studies of public relations professionals in crises what they did what they wished they had done and what hampered their progress the exercises provide students with the opportunity to respond to real world crises sharpening their own skills and practicing response behaviors this workbook will serve as a useful tool for all future practitioners

media management a casebook approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations such as leadership motivation planning marketing and strategic management retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills it provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations this textbook also offers new material on the structure of the internet new media and converged and international media organizations it is intended for advanced undergraduates and graduate students in media management courses

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use first two sentences only for general catalogs this book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations all cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers the book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

i thing that one of the great strengths of this book is its real life cases for the students to examine from multiple perspectives sherry dingman marist college this book approaches ethics from a unique perspective that appeals to students in addition to providing stimulating cases it provides the framework and legal background important to psychologists in training amazing work the vignette approach makes the book much more interesting than its competitors misty ginicola southern connecticut state university full coverage of the american psychological association s apa ethical principles of psychologists and code of conduct and engaging vignettes to draw students into ethics for psychologists a

unique textbook that explores the standards of conduct in the field of psychology from key perspectives including the multicultural moral and legal perspectives focusing on complex ethical dilemmas students may encounter in real life this book offers a variety of frameworks through which to examine such dilemmas as well as commentaries about the dictates of our personal codes of ethics students are challenged to take control of their learning experience by moving beyond the basics of looking up each situation to find the right thing to do into a more active and engaged approach with the goal of becoming ethical thinkers and informed decision makers

using case studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance

this book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations all cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers the book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion original cases researched and written by the authors former managers

and or employees in media organizations are included throughout this volume

covering a period of more than one hundred years of work by renowned folklorists these enlightening essays explore the timeless tale of cinderella in addition to the most famous versions of the story basile s pentamerone perrault s cendrillon and the grimm s aschenputtel this casebook includes articles on other versions of the tale from russian english chinese greek and french folklore the volume concludes with several interpretive essays including a psychoanalytic view from dundes and a critique of the popularization of cinderella in america folklorists scholars of children s literature and feminists should appreciate particularly the wide scope of this collection now in paperback with an updated bibliographical addendum most helpful are the two page introductions to each variant and to each essay which include a brief overview of the historical times as well as suggested additional sources for more discussion danny rochman folklore forum a milestone a near complete source of primary and secondary materials the selected analytical writing include definitive classic and new discoveries covering the whole range of methodological modes and theoretical perspectives from early forms and typology to myth ritual social historical anthropological and psychoanalytical readings the annotated bibliography is most helpful illuminating and comprehensive encompassing publications in other western languages and works by asianists chieko mulhern asian folklore studies one can imagine several dimensions on which psychoanalysts might find such a collection interesting as examples of applied psychoanalysis in relation to philosophical and cultural examination of imaginative material in relation to child development and in the correlations between folktales of a particular culture and individual histories kerry kelly novick psychoanalytic quarterly

this highly innovative new book covers concepts critical issues and real life dilemmas through an in depth exploration of fifteen historical and contemporary case studies in crime and justice crime and justice a casebook approach invites readers to critically evaluate the evolving meaning and administration of justice within the u s through extended examination of the victims perspective historical reforms current innovations and alternative perspectives on justice issues of race

class and gender inequality are considered through multiple cases combined with the legal and policy developments resulting from reform current debates within the emerging field of community and restorative justice are viewed in the context of earlier reforms and public policy debate readers are encouraged throughout the cases to evaluate and re evaluate their own sense and understanding of justice for anyone interested in learning more about our criminal justice system

reimagining contract law pedagogy examines why existing contract teaching pedagogy has remained in place for so long and argues for an overhaul of the way it is taught with contributions from a range of jurisdictions and types of university it provides a survey of contract law courses across the common law world reviewing current practice and expressing concern that the emphasis the current approach places on some features of contract doctrine fails to reflect reality the book engages with the major criticism of the standard contract course which is that it is too narrow and rarely engages with ordinary life or at least ordinary contracts and argues that students are left without vital knowledge this collection is designed to be a platform for sharing innovative teaching experiences with the aim of building a new approach that addresses such issues this book will have international appeal and will be of interest to academics researchers and postgraduates in the fields of law and education it will also appeal to teachers of contract law as well as governmental and legal profession policymakers

written by law professor david pate and edited by practitioner robert corrigan regulation of health care professionals combines public policy case law and statutory law to offer readers an in depth understanding of the regulatory framework applicable to health care as a practicing physician attorney health care system executive and adjunct faculty member at baylor college of medicine and university of houston pate observed that students today are not satisfactorily prepared for careers in health law most students only complete an introductory course in general law before beginning their law careers pate s regulation of health care professionals gives law schools the opportunity to offer an advanced course that addresses the state and federal regulation of health care

professionals a course utilizing this text will help prepare a student seeking a career in health care whether that student decides to represent physicians hospitals payers or patients in a variety of capacities pate s book has four other very important uses it serves as an excellent reference for current health care law professionals including non attorneys such as health care executives and corporate compliance officers especially since many states are now considering a board certification in the field of health law the book is also useful to health care attorneys seeking such certification as the regulation of health care professionals would most certainly be an important component of such an exam third health law regulation of health care professionals will assist attorneys practicing in other areas of law who wish to familiarize themselves with the issues pertinent to health care law finally portions of this book may be used to teach health law in health care administration master s degree programs pate s book will have multiple audiences and serve as a useful desk reference for lawyers as well as health care professionals it will be an excellent reference for current health care law professionals especially since many states are now considering a board certification in the field of health law bimonthly review of law books january february 2003

e discovery is a complex process that combines both legal and technical disciplines the first part of this book provides an outline of the e discovery process and the relevant case laws the second part of this book provides explanations on various technical concepts that are germane to the e discovery process

for more than 70 years caffey s pediatric diagnostic imaging has been the comprehensive go to reference that radiologists have relied upon for dependable coverage of all aspects of pediatric imaging in the 13th edition dr brian cole leads a team of experts to bring you up to date with today s practice standards in radiation effects and safety and head and neck neurologic thoracic cardiac gastrointestinal genitourinary and musculoskeletal pediatric imaging this bestselling reference is a must have resource for pediatric radiologists general radiologists pediatric subspecialists pediatricians hospitals and more anywhere

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