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Business and Management : Media Management

Friedrichsen, Mike, Kamalipour, Yahya (Eds.), Stuttgart Media University, Stuttgart, Germany

Digital Transformation in Journalism and News Media

Media Management, Media Convergence and Globalization

- Explores different types of digital transformation processes in journalism and news media
- Reveals how transformation processes stimulate media convergence
- Identifies best practices and new business models in news media

This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

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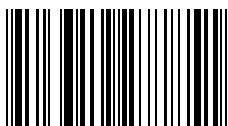
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