Alan B. Albarran

DESCRIPTION

The economic principles of print, film, and recording media

*Media Economics: Understanding Markets, Industries and Concepts* provides a segment-by-segment breakdown of how essential economic concepts apply to the different areas of the media. Covering film, recording, and print media, this book walks you through the market and the money to show you how this massive financial flow is handled. Entertainment is big business, and money makes most of the decisions; it is managed, mismanaged, invested, lost, spent, and earned, and it is the most prominent figure is the history of the industry. This book takes you inside to show you the economics at the heart of the media.

ABOUT THE AUTHOR

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