JAMC 3700 — Media Management Professor Eric K. Jones Otterbein University Spring Semester - 2012

Table of Contents

1-	Historical Trends & Patterns in Media Management Research				
	— Albarran	01			
2-	Management of Global Media Organizations — Sylvie et. al.	21			
3-	Managerial Decision Making — Sylvie et. al.	33			
4-	Human Resource Management — Pringle & Star	47			
5-	Financial Management — Pringle & Star.	87			