



# Managing Media Companies: Harnessing Creative Value

*Annet Aris, Jacques Bughin*

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**Managing Media Companies: Harnessing Creative Value** Annet Aris, Jacques Bughin

The authors of this book have made an in depth study of the strategies and management practices of leading media companies and have identified the core competences media companies need to have to win in the new world. The book is strongly focused on applicability and combines long standing best practice principles with innovative approaches for staying ahead. It systematically discusses competences needed in each of the key functional areas in the media companies drawing on examples from all main media sectors.

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