



Making News in the Digital Era (Hardback)

By David E Henderson

iUniverse, United States, 2009. Hardback. Book Condition: New. 216 x 144 mm. Language: English . Brand New Book ***** Print on Demand *****.Media strategist and award-winning journalist David E. Henderson reveals how to navigate today's complex and evolving traditional and online media environments. As new and not-so-new ways of communication collide, it is imperative to maximize an organization's voice and awareness, all with the intent to better connect with audiences. The online democratization of mass communications is redefining how people connect, businesses work, and governments run. It's a new world business matrix and model. Organizations of all sizes can simply bypass mainstream media to communicate their news, in the way they choose directly to their audience. In the Internet era, the status quo is no longer in the scramble for competitive leadership. It is an ever-changing landscape that can adapt to the needs of the marketplace and the audience instantaneously. For top executives, leaders, communications professionals and managers, Making News in the Digital Era makes sense of the merging old and new media, and delivers practical ways to communicate in our competitive world. Praise for David E. Henderson: David Henderson gets it. He knows the online media...



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