



Understanding Media Economics

Gillian Doyle

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Understanding Media Economics provides a clear, precise introduction to the key economic concepts and issues affecting the media.

The book: explains the fundamental concepts relevant to the study of media economics; considers the key industrial questions facing the media industries today; relates economic theory to business practice; covers a wide range of media activity - advertising, television, film, print media, and new media; and looks at the impact of economics on public policy.

The Second Edition of **Understanding Media Economics** is has been fully updated, and offers a stimulating perspective on the contemporary media environment. This book remains an essential purchase for all students of the media and mass communication.

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