
Contents

Value-Oriented Media Management: What, Why, and What for?	
An Introduction to This Volume	1
Klaus-Dieter Altmeppen, C. Ann Hollifield, and Joost van Loon	
 Part I Theories, Concepts, and Findings in Value-Oriented Media Management	
Examining Media Management and Performance: A Taxonomy for Initiating a Research Agenda	19
Alan B. Albarran and Terry Moellinger	
Business Models in Media Markets	33
Bernd W. Wirtz and Marc Elsässer	
Moving Media and Journalism Forward from Private to Public Value	49
Josef Trappel	
Managing Media and Prioritising Societal Values: Market and Non-Market Solutions	59
Gillian Doyle	
Media Markets, Value and the Unique: Consequences and Implications for Media Management from Karpik's New Economics Sociology Perspective	65
Andreas Will and Britta Gossel	
 Part II Cultures and Organizations: Structures, Actions and Values in Media Companies	
Values as Input and Values as Output: The True Challenge for Media Companies	83
Christian Scholz	
Creating Innovative News: The Values of Future Newsroom Managers	95
George Sylvie	

The Economic Value of Creativity: How Much, for Whom, and What for?	109
M. Bjørn von Rimscha	
German Media Managers: A Survey on Their Origins, Careers, and Value Orientation	119
Regina Greck, Annika Franzetti, and Klaus-Dieter Altmeppen	
Part III Corporate Governance and Corporate Social Responsibility: The Role of Management and Leadership for Value Orientation and Implementation	
Corporate Social Responsibility in the Media Industry: Setting the Benchmark or Falling Behind?	135
Matthias Karmasin and Klaus Bichler	
Finding Common Ground: CSR and Media Responsibility	147
Philipp Bachmann and Diana Ingenhoff	
Managing Values: Analyzing Corporate Social Responsibility in Media Companies from a Structuration Theory Perspective	159
Isabel Bracker, Stephanie Schuhknecht, and Klaus-Dieter Altmeppen	
The Perspective of Value Orientation for the <i>Shareholder</i> and the <i>Stakeholder</i>: The Case of Corporate Governance in Media Companies	173
María Elena Gutiérrez-Rentería	
Media Management in the Digital Age: Toward a Practical Wisdom-Based Approach	181
André Habisch and Claudius Bachmann	
The Diffusion of Authority: A Case Study Analysis of News Corporation's <i>News of the World</i> Newspaper	189
Richard A. Gershon and Abubakar Alhassan	
Part IV Trust, Branding, Digitalization: Value Drivers	
Media Branding: A Strategy to Align Values to Media Management? . . .	211
Gabriele Siegert and Stefanie A. Hangartner	
The Role of Trust in Value Networks for Journalism in a Convergent Media Environment	223
Lars Rinsdorf	
Media-Related Value Generation: New Paradigms on the Horizon? Or—What a Wonderful Morning for Prof. Beale	233
Frank Habann	
About the Authors	237

Value-Oriented Media Management

Decision Making Between Profit and Responsibility

Altmeppen, K.-D.; Hollifield, C.A.; van Loon, J. (Eds.)

2017, VIII, 240 p. 20 illus., 6 illus. in color., Hardcover

ISBN: 978-3-319-51006-4