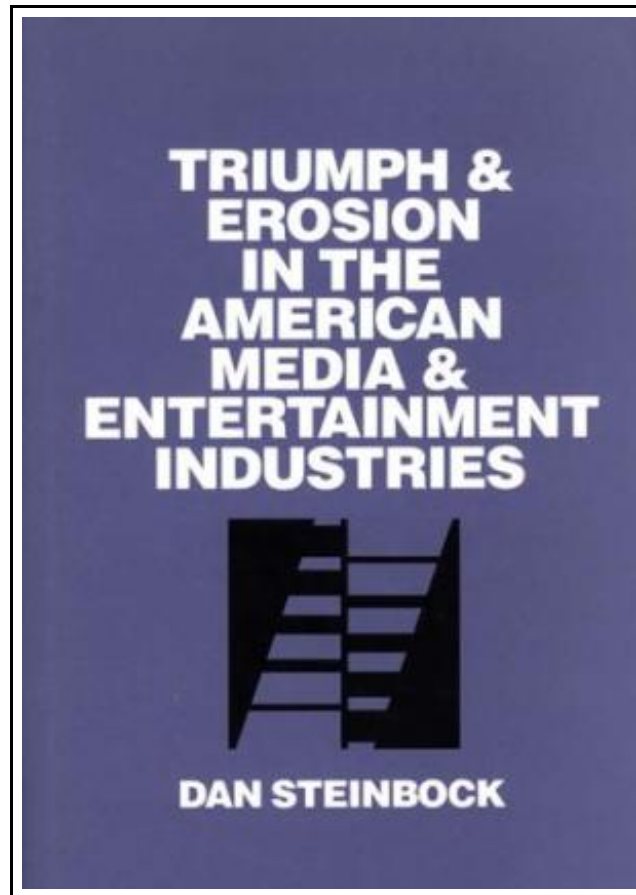


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ABC-CLIO, United States, 1995. Hardback. Book Condition: New. annotated edition. 243 x 164 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.How did the American media and entertainment industries decline from their global ascendancy after World War II to their present condition of instability and uncertainty? How will trends in the delivery of information affect their future? These are some of the questions Steinbock asks in this comprehensive, thoroughly researched analysis. Starting with a description of shifts in the U.S. economy and ending with the coming revolution in U.S. media and entertainment-attributable to government policies, strategic alliances, and technological convergence- Steinbock s book is no less than a Baedeker to all facets of these interlocked industries, and a provocative critique to their strengths and weaknesses in the world economy. Media and entertainment professionals will find Steinbock s views challenging and cautionary. For academics in schools of communication, the book will be a necessary source of history, data, and analysis. In the mid-1980s, America lost its global economic leadership. The information revolution has added to uncertainty. Despite the coming electronic superhighways, the future remains clouded in the American media and entertainment industries. Steinbock s comprehensive, thoroughly researched analysis is no less than a Baedeker to all facets of these interlocked industries, and a provocative critique of their strengths and weaknesses in the world economy. The book opens with a discussion of the American economy and its macro-affects on media and entertainment, vis-a-vis the twin deficit, a stock market dominated by institutional investors, troubled banking industry, deregulation and antitrust policies, as well as the fourth national mergers and acquisition wave. In Part I, Steinbock looks at broadcasting (tv, radio) and cable (basic and pay, pay-per-view, home shopping), exploring the former s winding fortunes and the latter s consolidation. Then,...



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