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E-Publishing-Management (German Edition)

Thilo Büsching, Gabriele Goderbauer-Marchner

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Thilo Büsching und Gabriele Goderbauer-Marchner analysieren sowohl wissenschaftlich fundiert als auch praxisorientiert, wie E-Publishing-Produkte entwickelt, realisiert und vermarktet werden. Das Spektrum reicht von innovativen Geschäfts- und Erlösmodellen über klassische Content-Formate bis hin zu E-Books, Web-TV, Apps und Social Media. Dabei werden auch spezielle, übergreifende Aspekte wie die Entwicklung des Content-Marktes, journalistische Darstellungsformen, Produktspezifika und das User-Experience-Management berücksichtigt. Die Medien-Professoren erklären E-Publishing-Management leicht verständlich, präzise und profund für Lehrende wie Lernende, für Anwender wie für Digital-Media-Projektmanager – kurz: ein Lehrbuch, das konkrete Medienkompetenzen vermittelt.

Der Inhalt

Einleitung - Definition von E-Publishing - **A. Markt:** Markt-Entwicklung - Der Publishing-Markt im Wandel, Entwicklung und Wandel des Nutzerverhaltens - die neue Interaktivität, Die Entwicklung der Anbieter im Zeitungs- und Buchmarkt - **B. Ökonomische Grundlagen:** Geschäftsmodelle, Produktspezifika, User-Experience-Management - **C. Content- und Format-Management:** Content-Beschaffung im Zeitalter von Web 2.0, Journalistische Darstellungsformen, Für Crossmedia-Produkte kreativ texten, E-Books, Web-TV, Audio-Formate - E-Publishing im Bereich Audio, Social Media als Kommunikations-, Informations- und Werbekanal, Klassische, Online- und Crossmedia-PR, Apps verstehen

und

gestalten, Qualitätssicherung auf der Mikro-, Meso- und Makroebene

Die Zielgruppen

· Studierende und Dozenten der Medien- und Kommunikationswissenschaften und des Journalismus

· Alle, die einen ersten Überblick über den Markt und die verschiedenen Formate des E-Publishing erhalten möchten

Die Autoren

Thilo Büsching ist Professor für digitale Medienwirtschaft an der Hochschule Würzburg-Schweinfurt. Sein Arbeitsschwerpunkt ist das innovative E-Publishing-, E-Commerce- und E-Marketing-Management. Gabriele Goderbauer-Marchner, Professorin für Print- und Onlinejournalismus an der Universität der Bundeswehr München, arbeitet und forscht vor allem zu Qualität in den Medien.

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