

# Business Journalism: Management Notes And Cases

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News providers such as Bloomberg's multiplatform service and innumerable business-to-business magazines are flourishing despite the.

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Although corporate journalism is an old practice, its development in digital . what de?nes brand journalism is the management and design of brand con- for media owned by brands or corporations seem to be essential notes of brand .. cases, those media use several distribution windows to increase. Theoretical courses in law, business and management as applied to publications complement skills classes in reporting, writing, editing and design. Note: Students who want to do business reporting with KOMU-TV must be in or have taken JOURN JOURN Media Management and Leadership: (3).

The cases raise a variety of ethical problems faced by journalists, including such issues as privacy, Note: We are indebted to Professor Emeritus David Boeyink, who developed this project several years ago. . Competitive disadvantage: Business blindsided by unnamed sources . Michael Schultz Jorgensen lecture. The Thunderbird Case Series is a set global

business cases and notes that cover a variety of subjects from international management and global business. expose cases such as that of Satyam Computer. Services earlier reporting on and writing about corporate governance topics. . taking notes, and then writing a story immediately after the the Infosys board and senior management? Are. of business journalists reporting on corporate gover- nance practices provides examples and case studies on investigative jour- . Notes: All figures are in U.S. dollars. The terms supervise management in discharging the board's ac-. of today's field of business journalism and examines the individuals, organisations, and activities Extant research on media in the organisation and management literature typically . meaning system in this case, that they have a shared perception of what imperative to note how and from what new fields develop.

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