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the handbook presents key contributions from scholars worldwide providing a comprehensive exploration of current trends in media industries from diverse perspectives within the framework of understanding contemporary and future trajectories in media markets and industries the volume delves into their influence on media organization and delivery along with broader societal and market implications encompassing research at the crossroads of economics management political economy and production studies the handbook emphasizes the necessity for a robust interdisciplinary dialogue beyond scrutinizing present and forthcoming industry developments the handbook addresses pivotal issues pertaining to media economics research methods and pedagogy it serves as a valuable resource for scholars students and media professionals providing insights into media economics as an academic field and delving into the multifaceted dynamics that shape the media landscape doing this it contributes to the ongoing discourse on the evolving nature of media markets and their profound impact on society

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