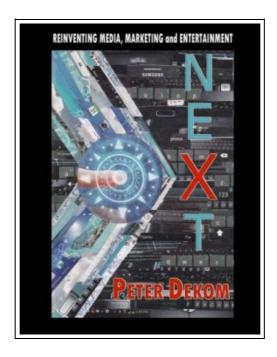
# Next Reinventing Media, Marketing and Entertainment



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HekaRose Publishing Group. Paperback. Condition: New. 260 pages. Dimensions: 11.0in. x 8.5in. x 0.6in.Peter Dekom provides simple solutions and practical information for anyone trying to effectively communicate in todays modern society. His insights help us understand how technology has created a disconnected and polarized world. Ron Meyer President and Chief Operating Officer, Universal Studios Even with detailed tracking and complex metrics, you have to take active control of your own professional future. Just following your own children doesnt always tell you whats NEXT. For those in search of out of the box thinking, Peter Dekoms book shatters the myth that the box even exists anymore. Dekom creates an easy-to-follow path that allows content creators and marketers to survive and thrive in the chaos of constant social and technological change. He summarizes and simplifies the seemingly elusive new rules of reaching audiences and consumers in appropriate ways with appropriate messages. Mark Cuban Television Personality, Author, Entrepreneur Owner of Dallas Mavericks, Landmark Theatres, Magnolia Pictures, Chairman of HDTV cable network AXS TV The media and entertainment industry is undergoing major and rapid changes. We frequently witness new technologies, political, cultural, and sociological trends. Peter Dekom clearly identifies and lucidly articulates these trends. By organizing fragmented phenomena into basic rules, he also presents insightful managerial implications for companies attempting to experiment, cope, and survive under such unstable environmental conditions. Jehoshua Eliashberg Sebastian S. Kresge Professor of Marketing Professor of Operations and Information Management The Wharton School An insightful examination of this seminal moment in the history of communications and marketing -- but its more than that, too. Its a survival guide for anyone who has to motivate consumers and a welcome relief from the onslaught of information that merely identifies the problem. Peter offers workable solution



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