

《信息技术及媒体经济ECONOMIC》

图书基本信息

书名：《信息技术及媒体经济ECONOMICS OF INFORMATION TECHNOLOGY AND THE MEDIA》

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作者：Low, Linda

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内容概要

Interest in information technology and the media is growing apace. This book has been specially written to provide an economics framework for analysing the nature and scope, as well as issues, pertaining to the new information and communication technology and revolution. It also presents some trends and perspectives from the Asia-Pacific region. While the economic principles of efficiency and competition are the same everywhere, many socio-political issues with respect to information technology and the media are unique to some specific cultural contexts. The book will be useful to students, researchers and policymakers in mass communication, information technology and the media.

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