## Contents

	George Sylvie
1	Managerial Decision Making 1
2	Leadership and the Workforce 29
3	Motivation 51
4	Management of Global Media Organizations 79
5	Innovation and the Future 105
6	Law, Regulation, and Ethics 133
7	Planning 171
8	Market Analysis 197

9 Marketing and Research 231

Preface ix

viii Contents

## 10 Making Sense of It All: Managing Knowledge 301

Extended Case Studies 325

References 383

Author Index 405

Subject Index 411