



## Media Management: Leveraging Content for Profitable Growth

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As the media converges with the telecommunication industry leveraging content becomes key for both formerly separate industries. As new channels are offered and used to distribute various contents - from music to games, from text to videos - companies have to think about innovative ways to even more profit from providing the channels or from providing the content or from providing both. New business models are emerging that are made for leveraging content and finding their way to the customers. This book explains why and how more content leverage becomes reality.

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