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Douyin, TikTok and China's Online Screen Industry Chunmeizi Su,2023-09-22 TikTok has drawn attention from all over the world Even if you have never used it before you would still be familiar with its name Many people have assumed that it is a US generated platform and normally awed at its real origin a Chinese born and operated platform a sister or parallel platform of Douyin Because of the short video platform TikTok and also its dispute with the US government people have started to paying attention to what is really happening and changing in China Two questions that hang over everyone's mind seem to be why China And why TikTok This book attempted to answer the question of why short video platforms such as TikTok the most popular made in China product of all the Chinese digital platforms became a significant competitor on the global stage This book explores the reasons behind the rise of short video platforms in China with a focus on the sudden and unexpected success of TikTok and its parallel platform Douyin Beginning with the historical development of China's online screen industry the book goes on to investigate the ICT industry its business models and impact on the screen industry to unfold the reasons behind the domestic popularity of Douyin It draws on a spectrum of sources including policy documents industry reports and expert analysis which is supplemented by interviews with key people in the field It traces the changing dynamics of the Chinese online screen ecology and shows how a mixture of technological industrial and cultural factors contributed to the proliferation of short video platforms in China This engaging and topical book will be ideal reading for students and scholars of media and communication studies platform studies and political economy studies

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Handbook of Media Economics Ulrike Rohn,M. Bjørn Rimscha,Tim Raats,2024-05-20 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

Marketing Fashion Joseph H. Hancock,Penny Gill,Richard Petrizzi,Patricia Mink Rath,2025-09-18 Marketing Fashion A Cross Cultural Perspective Second Edition is your comprehensive dive into marketing theories and practices as they specifically relate to apparel home goods and other design driven products The second edition includes a brand new Appendix on careers with sample resumes updated industry spotlights all new case studies discussions around social media

and digital platforms technology sustainability ethics and social issues climate change and more ***Marketing and Smart Technologies*** Álvaro Rocha, José Luís Reis, Marc K. Peter, Ricardo Cayolla, Sandra Loureiro, Zorica Bogdanović, 2021-03-09 This book includes selected papers presented at the International Conference on Marketing and Technologies ICMarkTech 2020 held at ISCTE University Institute of Lisbon in the city of Lisbon in Portugal between 8 and 10 October 2020 It covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and IoT marketing automation and inbound marketing machine learning applied to marketing customer data management and CRM and neuromarketing technologies ***Advances in***

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Filak covers more foundational elements of a newswriting textbook like lead writing structure and storytelling while also teaching students how to think critically and determine what matters most to their readers The Second Edition includes even more writing and grammar exercises discussions of social media and digital media advancements and additional career related examples to help students succeed upon entering the field [Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization](#) Al-Obaidi, Jabbar A.,2024-07-17 With the advancement of technology and the increasing use of digital and social media platforms we are experiencing an unprecedented era of global connectivity and information sharing However alongside these advancements comes a pressing challenge the rampant spread of misinformation and disinformation fueling fragmentation and polarization within communities worldwide As regulations struggle to keep pace with technological innovation media scholars experts and practitioners face a critical need for comprehensive strategies to navigate this complex terrain [Changing Global Media Landscapes Convergence Fragmentation and Polarization](#) offers a solution to the multifaceted challenges of modern media and communication This book provides a vital platform for scholars and professionals to explore the intricacies of global media technologies and devise actionable strategies to combat misinformation With a keen focus on media ethics law and organizational management it equips readers with the tools needed to confront the evolving landscape of digital media responsibly and effectively [Entrepreneurship and Small Business](#) Paul Burns,2022-01-13 This new edition of the market leading textbook by Paul Burns offers an unrivalled holistic introduction to the field of entrepreneurship and valuable guidance for budding entrepreneurs looking to launch their own small business Drawing on his decades of academic and entrepreneurial experience the author takes you on a journey through the business life cycle from the early stages of start up through progressive growth to the confident strides of a mature business Combining cutting edge theory with fresh global examples and lessons from real life business practice this accessible and explorative textbook will encourage you to develop the knowledge and skills needed to navigate the challenges faced by today's entrepreneurs [Entrepreneurship and Small Business](#) will help you to Learn what makes entrepreneurs tick with brand new Get into the Mindset video interviews and an exploration of entrepreneurial character traits Seamlessly incorporate multimedia content into your learning with the new Digital Links platform accessed via your smart device Understand how worldwide events can impact small businesses through incisive analysis of the effects of the COVID 19 pandemic Grasp how entrepreneurship differs around the globe with over 100 Case Insights and new examples from a diverse range of countries and industries Ensure your understanding of the entrepreneurial landscape is up to date with new chapters on recruiting and managing people and on lean methodologies and business model frameworks This is the ideal textbook for students taking undergraduate and postgraduate Entrepreneurship or Small Business Management courses as well as for MBA students [PC AI.](#) ,2000 **[The Chambers Dictionary](#)** Chambers,2008 A newer edition of [The Chambers Dictionary](#) is available Copy and paste the ISBN number into the search bar to find the 12th edition of the

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