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Clash Nirmalya Kumar,2024-03-15 Amazon and Walmart with more than half a trillion in revenues annually are the two largest companies in the world They have not only redefined the retail industry Walmart in the 1980s 1990s and Amazon since 2000 but have also been the benchmark for business best practices e.g. the use of IT supply chain data analytics customer orientation This year it is anticipated that Amazon will dethrone Walmart as the world's largest company a position that Walmart has occupied for more than two decades By examining these two companies and their business models in depth Professor Nirmalya Kumar elucidates on the more general phenomenon of incumbents competing with disruptors e.g. Volkswagen vs Tesla Marriott vs Airbnb as well as the move to omnichannel retail where physical stores must coexist with online retailers *The Media Economy* Alan B. Albaran,2023-11-30 This fully updated third edition analyzes the media industries and their activities from macro to micro levels using concepts and theories to demonstrate the role the media plays in the economy as a whole This textbook breaks new ground through its analysis of the rapidly changing and evolving media economy from two unique perspectives First the book explores how media industries function across global national household and individual levels of society Second it assesses how key forces such as technology globalization regulation and consumer aspects are constantly evolving and influencing media industries This new edition incorporates thoroughly updated theory and research as well as expanded case

studies that include examples from international markets such as Asia Europe and Latin America It builds on the contributions of the previous edition by providing new references and current data to define and analyze today s media markets and offers a more expansive assessment of streaming business models as well as the effects of Covid 19 on the media economy Written in an accessible style and presenting a holistic global perspective of the role of media in the global economy the textbook provides crucial insights for students and practitioners of media economics media management and media industries

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