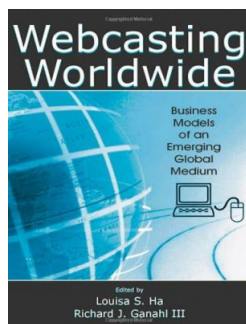


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Lawrence Erlbaum Associates Inc, United States, 2006. Hardback. Book Condition: New. New.. 228 x 152 mm. Language: English . Brand New Book. Webcasting Worldwide tackles one of the most timely topics in mass communication today-the delivery of audio and video content via the Web, or webcasting-employing a global perspective to explore the subject. It is unique in providing a theoretical framework by which to analyze business models of emerging media, and it also examines the business practices of leading webcasters...

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