

Contents

<i>Acknowledgments</i>	viii
Introduction	1
1 The Origins of Media Industry Studies	12
2 Individuals and Roles	31
3 “Production” Cultures	50
4 Organizations	67
5 Industries and Practices	83
6 The Macro View	102
Conclusion: Future Directions for Media Industry Studies	118
<i>References</i>	127
<i>Index</i>	139