

M A N A G E R S E R I E S

ANDREJ VIZJAK

Success Formulas for the New Decade

based on the analysis
of 600 winners of the
past decade

M A N A G E R S E R I E S

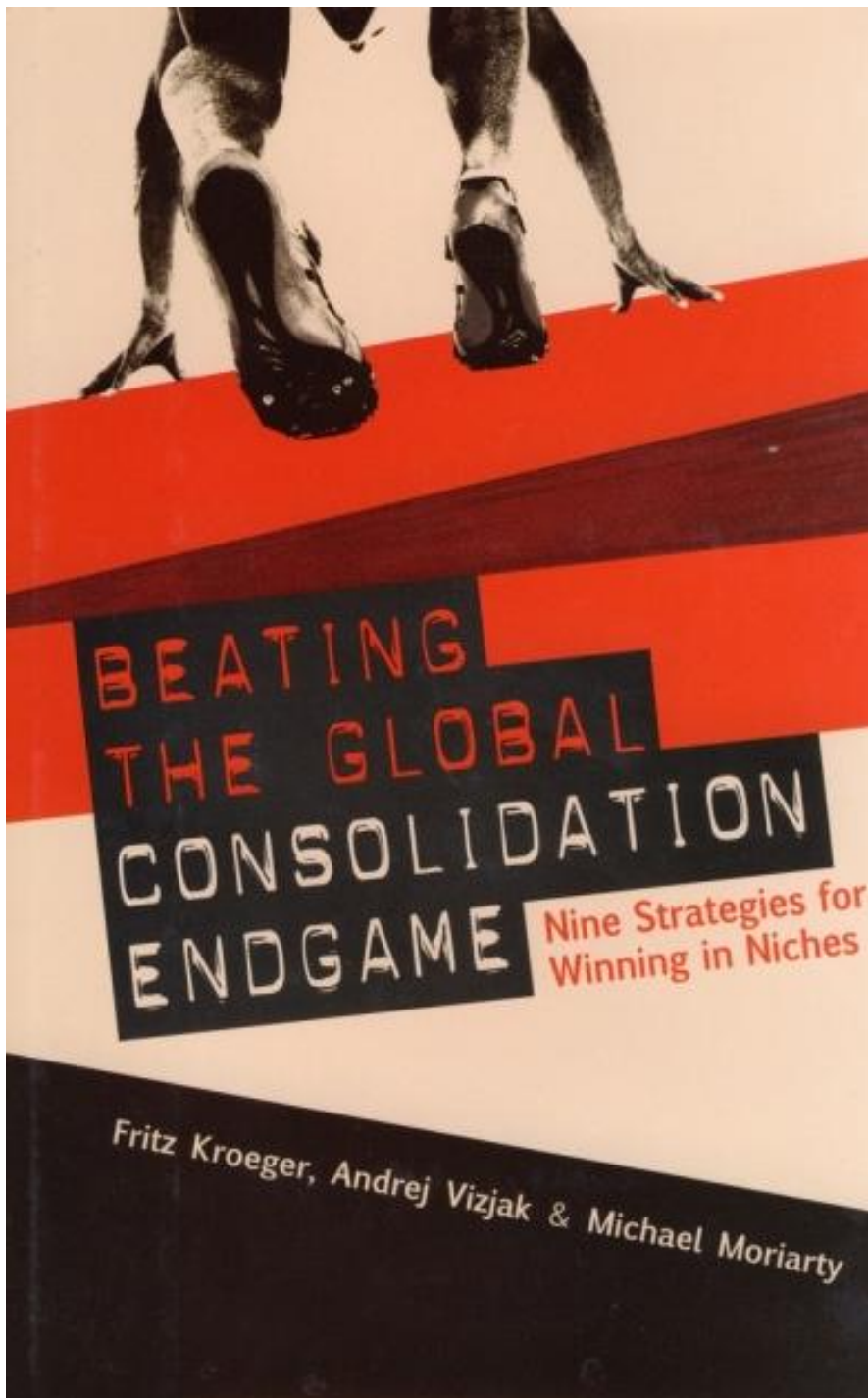
ANDREJ VIZJAK

Competing against scale

The growth cube for
scale-based competition

CV
Založba

ATKEARNEY



**BEATING
THE GLOBAL
CONSOLIDATION
ENDGAME**

*Nine Strategies for
Winning in Niches*

Fritz Kroeger, Andrej Vizjak & Michael Moriarty



MEDIA MANAGEMENT

The aim of this book is to analyse the synergies between different media contents and delivery channels and to develop an approach, how to organize a media group to leverage these synergies.

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.

The research for this book has been provided during the internet hype in 2000 and was very optimistic towards new media. The findings in this book are still up-to-date, as after the crash of the internet bubble many companies were stopping investments in new media and discovered recently again, that the initial ideas of media convergence offer realistic potentials. Therefore the book was reprinted in March 2010.

The book includes – in addition to my colleagues from consulting and University Eichstätt-Ingolstadt - also chapters of following managers from media industry:

Dr. Mark Wössner, former CEO of Bertelsmann AG

Dr. Marcus Englert, CEO of Kirch Intermedia

Holm Münstermann, Pixelpark AG

Stephan Sieprath, Executive Vice President of Bertelsmann Content Network

Dr. Bodo Thielmann, Senior project manager of Bertelsmann Content Network

Grunnar Skrabs, Head of technical management at Handelsblatt.com and Junge Karriere.

This book was published in English and German language:

Vizjak, Andrej, Ringlstetter, Max: **Media Management**, Leveraging Content for Profitable Growth, Springer, Munich, Germany, 2003

Vizjak, Andrej, Ringlstetter, Max: **Medienmanagement**: Content gewinnbringend nutzen, Trends, Business-Modelle, Erfolgsfaktoren, Gabler, Wiesbaden, Germany, 2001