

图书基本信息

书名：<<信息技术及媒体经济ECONOMICS OF INFORMATION TECHNOLOGY AND THE MEDIA>>

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内容概要

Interest in information technology and the media is growing apace. This book has been specially written to provide an economics framework for analysing the nature and scope, as well as issues, pertaining to the new information and communication technology and revolution. It also presents some trends and perspectives from the Asia-Pacific region. While the economic principles of efficiency and competition are the same everywhere, many socio-political issues with respect to information technology and the media are unique to some specific cultural contexts. The book will be useful to students, researchers and policymakers in mass communication, information technology and the media.

书籍目录

Foreword Preface Part I The Economics of Information Chapter 1 Overview of Information Technology and the Media Introduction A Revolution in Information and Communications Technology An overview of new technologies The sequence of the information technology revolution Convergence Industry value chain Definitions and concepts Knowledge economy Information economy Information society The Nature and Scope of Information Technology and the Media The Measurement of Information and Services Conceptualising the information sector Input-output tables Chapter 2 Basic Economic Principles and Concepts Introduction The Laws of Demand and Supply Elasticity Measures Indifference Curves Budget Lines Price Effects Cost, Revenue and Profit Scale and Economies Economies of Scope Productivity Public Goods and Externalities Chapter 3 Market Structure and Competition Introduction Market Structure Consumer surplus and deadweight loss Perfect Competition Monopolistic Competition Oligopoly Monopoly Regulating a monopoly Price discrimination Natural monopolies in telecommunications Public Policy and Competition Who's Who in Competition Information technology Hardware Software Services Part II Players and Markets in Information Technology and the Media Chapter 4 Information Technology and Media Markets Introduction Terminology and Etymology of the Mass Media The role of the mass media The Telecommunications Industry Origins The Computer Industry Origins Computer hardware The economics of computer software The Broadcast Industry Part III Public Policy and the Global Economy Part IV Information Technology in the Asia-Pacific Glossary of Terms in Information Technology and the Media Bibliography Index

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