

Megamedia Shakeout

**The Inside Story of the
Leaders and the Losers
in the Exploding
Communications Industry**

K E V I N M A N E Y

Money Writer and Columnist, *USA TODAY*



Resumo de Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry

The author's journalistic skills enable readers to grasp both the big picture of the communications revolution and the technologies involved. Discusses who the players are--their strengths, weaknesses and interconnections with other companies and industries.

Profiles the general role and direction of the industry; explains why the revolution is taking place; and offers future predictions.

[Acesse aqui a versão completa deste livro](#)