



Media, Organizations and Identity

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This volume fills a significant gap in the current understanding of the relationship between media and organizations, by looking at three dimensions of their interplay: (1) how the media industry changes through the use of new technologies (Media as Business), (2) how organizational identity is re-shaped by the media (Media in business) and (3) how business logic penetrates broader socio-cultural identities through press, television and new technologies (Business in the media).

Drawing on a variety of disciplines, from organizational theory and corporate communication to branding, sociology and cultural studies, the volume proposes a novel, interdisciplinary approach to the media-business interplay and offers a much-needed account on the contemporary configurations of organizational identity under conditions of mediated visibility.

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