



STORY NOW: Ein Handbuch für digitales Erzählen (German Edition)

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Im Mittelpunkt steht die Story

Die Digitalisierung setzt die Medienbranche unter Druck – die Menschen wollen alle Inhalte immer und überall abrufen können. Doch nicht nur die Ausspielwege und Erlösmodelle, auch die Angebote selbst und ihre Herstellung ändern sich.

STORY NOW ist ein praxisorientiertes Handbuch für alle, die sich auf die digitale Dimension ihrer Medienprojekte einlassen wollen, von der Konzeption über die Produktion bis hin zur Verwertung.



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