



# Global Communication: Theories, Stakeholders and Trends

*Thomas L. McPhail*

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- A new edition of the most definitive text on multi-national communication and media conglomerates, each chapter updated with extensive new details
- Covers the expanding area of global communication and describes major multimedia conglomerates, particularly in the USA, including the purchase of NBC-Universal by Comcast and Disney's expansion in China
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- Explains the significant changes in the communication industry both in the US and elsewhere
- Chronicles the continuing story of the development of Arab Media with new coverage on the Arab Spring
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