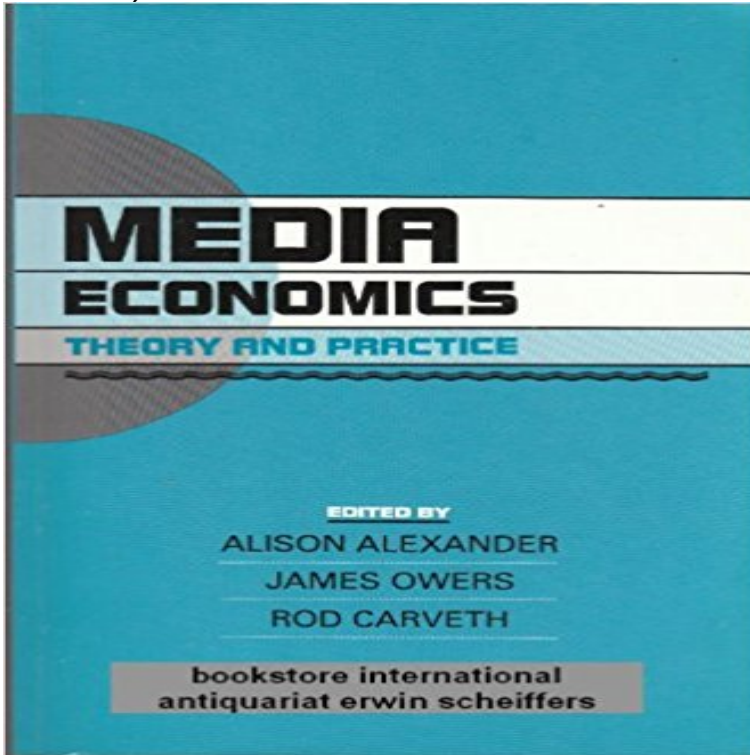


Media Economics: Theory and Practice (Routledge Communication Series)



With the rapid change in the structure and value of media industries in recent years, understanding the mechanics of such change is crucial to provide insight into the processes reproducing contemporary trends in media economics, rather than simply documenting historical patterns. Editors Alison Alexander, James Owers, and Rodney Carveth have included contributions here that address the concerns of media economics, the techniques of economic and business analysis, and overall characteristics of the rapidly changing media environments, in addition to examining economic practice within specific media industries. The text concludes with a review of changes in international economic practices and in the economics of online media, and considers how the changing technologies will be a factor in economic successes. Essential for study at all levels, *Media Economics: Theory and Practice* is at the forefront of contemporary media economic theory and practice.

We've started our countdown to National Handbag Day on October 10, and that means we'll have special features for you every day, right up to the big event! Today, we're here to talk about the intersection of celebrity and accessories, and more specifically, how the two can become intertwined in public consciousness for years. The kinds of stars who carry a particular bag do a lot to shape the market's perception of it and the designer who created it, which is why so many brands give out free bags to stars now: they're hoping to create positive associations. In the cases you see below, though, things came along a little bit more naturally. You can't rush love, after all. Think of a bag-celeb duo we missed? Let us know in the comments!

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