



European
Communication
Council Report

Axel Zerdick · Arnold Picot
Klaus Schrape · Jean-Claude Burgelman
Roger Silverstone · Valerie Feldmann
Christian Wernick · Carolin Wolff

E-Merging Media

COMMUNICATION
AND THE MEDIA ECONOMY
OF THE FUTURE



Springer



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Axel Zerdick · Arnold Picot
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Roger Silverstone

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E-MERGING MEDIA

Communication
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The European Communication Council (ECC) is an independent group of scholars and scientists from different European countries and the USA. For each new report, communication experts from diverse academic backgrounds are invited to participate in research and production as either Fellows of the Council or authors. The ECC's objective is to discuss trends and issues in European communications for leaders and visionaries in communication companies and for leading policymakers.

ECC Reports concentrate on key trends and issues in media, telecommunications and information technologies, which are expected to be predominant for the future development of communication industries, and which deserve higher profile in future debates.

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