



01



02



03



04



05



06



07



08



09



10



11



12

media xxi
PUBLISHING**PUBLISH YOUR BOOK**
SHARE AND PROMOTE
YOUR KNOWLEDGE

- 01** **Consumption and Branding Value Networks in New Media Markets**
Author: Zvezdan Vukanovic / Jean Baptiste Lesourd / Steven Wildman
ISBN: 978-989-729-143-2 Price 20€
- 02** **Trends, Mobility and Impact of Organizational and Financial Networks on Media Markets**
Author: Zvezdan Vukanovic / Angela Powers / George Tsourvakas
ISBN: 978-989-729-144-9 Price 20€
- 03** **Redefining Disruptive Innovation and Added Value Networks in Media Business and Policy**
Author: Zvezdan Vukanovic / Angela Powers / George Tsourvakas / Paulo Faustino
ISBN: 978-989-729-145-6 Price 20€
- 04** **Social Neurocommunication**
Author: Jesús Timóteo Álvarez
ISBN: 978-989-729-134-0 Price 12€
- 05** **Journalism in Change**
Author: Xosé López García / Francisco Campos Freire
ISBN: 978-989-729-149-4 Price 18€
- 06** **Innovation in the Media: The Road to Change**
Author: Francisco J. Pérez-Latre and Alfonso Sánchez-Tabernero
ISBN: 978-989-729-127-2 Price 18€

- 07** **Value Creation and the Future of News Organization**
Author: Robert Picard
ISBN: 978-989-8143-11-2 Price 20€
[Available in Spanish and Portuguese]
- 08** **The Business of Media: Change and Challenges**
Author: Mónica Herrero / Steve Wildman
ISBN: 978-989-729-156-2 Price 18€
- 09** **Watching the Internet: the future of TV?**
Author: José M. Álvarez-Monzonillo
ISBN: 978-989-8143-89-1 Price 17€
- 10** **Managing Media Economy. Media Content and Technology In The Age Of Digital Convergence**
Author: Paulo Faustino / Zvezdan Vukanovic
ISBN: 978-994-0250-39-3 Price 19€
- 11** **Newsroom Decision-Making: Under New Management**
Author: George Sylvie
ISBN: 978-989-8143-62-4 Price 17€
- 12** **Media Industry Dynamics. Management, Concentration, Policies, Convergence and Competition**
Co-Editors: Paulo Faustino / Eli Noam / Christian Scholz / John Lavine
ISBN: 978-989-729-133-3 Price 28€





media XXI

PUBLISHING



PUBLISH YOUR BOOK
SHARE AND PROMOTE
YOUR KNOWLEDGE

Formalpress - Publications and Marketing Lda was founded on June 6, 2003, specializing in the areas of information society, media administration, marketing and cultural industries. In 2009, expressing the acquired know-how in consultancy, research, training and publishing, Formalpress created **mediaXXI** - Consulting, Research and Publishing, a strong mark that intends to transmit the company's positioning in the market.

We currently develop our activities within six main areas:

- * **Publishing**
- * **Research**
- * **Training**
- * **Marketing and Communication Consultory**
- * **Costumer Publishing**
- * **Events**

In addition to the solid experience in publishing (newsmagazines and books), **Formalpress** develops other activities that allow not only the financial and economical consolidation of the company, but also the development of vast competencies in edition and content production. The crossing of competencies and synergies adds value to the services that we provide in both national and international levels.

Publishing Process

- 1.Editing:** we employ a team of qualified professionals, able to edit and suggest improvements to original works.
- 2.Design:** we carefully paginate and design book covers and contents. Authors are welcome to collaborate in this process, by providing images, illustrations, prints, etc.
- 3.Support:** we deal with all administrative aspects related to book publishing, from registration to legal deposit copies and ISBN.
- 4.Printing:** the last step in book production, through various printing partnerships, including digital printing, ensuring publishing quality.
- 5.Promotion:** we plan and execute all local and global communication and marketing tasks, as well as distribution, using the most appropriate channels, such as book shops, stalls, direct sales or digital platforms.