



Media: From Chaos to Clarity

Judy Ungar Franks

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What happens when you apply old-school media thinking to a new media world? Absolutely nothing! *Media: From Chaos to Clarity* strips away the bias of a bygone media era to unveil the Five Global Truths that make sense of a messy media world. Author Judy Franks takes the reader on a journey that departs the old, Newtonian media universe and enters a new world of media chaos where media work in exciting ways. The Five Global Truths offer practical solutions that can guide more integrated outcomes in a fractured marketing world. For each truth, there is a technology story, a pioneer, a lot of chaos and ultimately a new way to implement Integrated Marketing Communications for marketers, the media, marketing services agencies, and future professionals who wish to enter the field of marketing, advertising, and media. Since its publication, *Media: From Chaos to Clarity* has served as inspiration in both classrooms and corporate board rooms. Every day, the Five Global Truths are being put to the test as the media continue to undergo radical change. With each new disruption, the Five Global Truths are becoming more true. We now have a new navigation system for a messy media world that can stand the test of time and transformation.



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