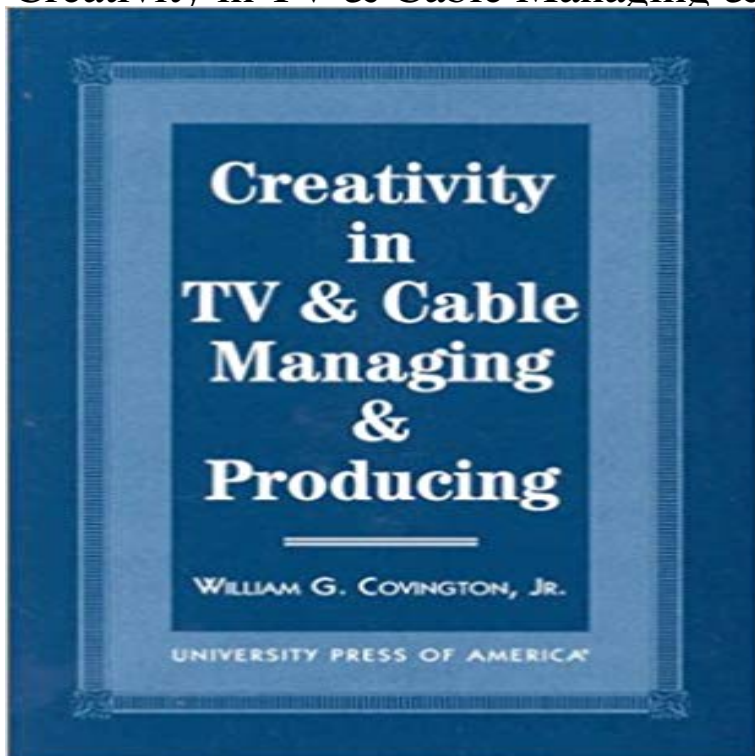


Creativity in TV & Cable Managing & Producing



Creativity in Television & Cable Managing & Producing applies the concepts of goal-setting and motivation used in general business to television and cable management. This is the first book to adapt these practices, which have been used in the general business press for many years, to the specific context of television and cable management. William G. Covington Jr. approaches this subject from a systems theory perspective, analyzing motivation and creativity within television stations. He provides guidelines that allow managers to meet the challenge of bringing together very different units into a cohesive whole. This approach maintains an overall focus, while stimulating creativity within the various units in the system. Built upon the natural goal-setting and motivation responsibilities of all managers, this book brings these concepts into the television and cable managing and producing field for the first time.

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