## Suggested Readings

* Chris Anderson, *The Long Tail: Why the Future of Business is Selling Less of More* (New York: Hyperion Books, 2008): Make sure you get the revised 2008 paperback edition if you are buying this book for the first time. This is, in my mind, of the most important books about media economics to come out in the last ten years and provides one of the best explanations of the changes taking place in the media industry. This is a great book to provide as an add-on if you are teaching an honors section of your class.
* Michael Schudson, *The Power of News* (Cambridge,: Harvard University Press, 1995); Herbert Gans, *Deciding What’s News* (New York: Pantheon Books, 1979): Both of these books do an excellent job of looking at how the news media behave and the influences they have on society as a whole. They examine the less obvious biases within the media that go beyond liberal and conservative labels.
* Ken Auletta, *The Highwaymen* (San Diego: Harcourt Brace, 1998): Auletta covered the media industry for the *New Yorker* for several years, and this book is a collection of some of his best columns. It provides a good introduction to many of the key players in the media industry. It was followed by *Backstory: Inside the Business of News* (New York: Penguin, 2004), which contains more recent columns. Auletta also wrote a great book about Google that was a key source for this chapter: *Googled: The End of the World as We Know It* (New York: Penguin Press, 2009).  
    
  You can find several good interviews with Auletta at the C-SPAN video archives. Just search for Ken Auletta at <http://www.c-spanvideo.org/>
* Ben H. Bagdikian, *The New Media Monopoly* (Boston: Beacon Press, 2004): the authoritative book on consolidation within the media industry.
* Walter Isaacson, *Steve Jobs* (Simon & Schuster: New York, 2011): the definitive (and authorized) biography of Jobs.
* All of the Chapter 3 links posted to my RalphEHanson.com blog  
  <http://www.ralphehanson.com/category/chapter-3/>