

# Media and Change Management


Matthias Karmasin • Sandra Diehl • Isabell Koinig  
Editors

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Creating a Path for New Content Formats,  
Business Models, Consumer Roles, and  
Business Responsibility

 Springer

*Editors*

Matthias Karmasin   
Institute for Comparative Media and  
Communication Studies (CMC)  
University of Klagenfurt  
Klagenfurt am Wörthersee, Austria

Sandra Diehl   
Department of Media and Communications  
University of Klagenfurt  
Klagenfurt am Wörthersee, Austria

Isabell Koinig   
Department of Media and  
Communications  
University of Klagenfurt  
Klagenfurt am Wörthersee, Austria

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