



Lean Media: How to Focus Creativity, Streamline Production, and Create Media That Audiences Love (Hardback)

By Ian Lamont

130 Media Corporation, 2017. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Most new media is destined to fail. Whether it s a song, film, website, book, video game, advertisement, or other type of media production, it s extremely difficult to create works that resonate with audiences. Lean Media can give creators and media companies an edge. The framework has worked for some of the biggest media brands and most well-known artists, as well as smaller teams and media ventures. It draws on the same lean approaches adopted by manufacturing and tech startups, but is optimized for the unique needs and production methods used in the media industry. In LEAN MEDIA, author Ian Lamont shows how the framework can streamline processes, lower costs, reduce the risk of failure, and ultimately create media that matters. Packed with examples as diverse as The Simpsons, Led Zeppelin, Minecraft, The Financial Times, and more, LEAN MEDIA outlines the framework for producing high-quality media on time and on budget. If you create media, the Lean Media framework provides the tools and know-how to develop media that clicks with audiences. Whether you work on a large team or are a solo...



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