



Newsonomics: Twelve New Trends That Will Shape the News You Get

Ken Doctor

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The New News

Reports of the death of the news media are highly premature, though you wouldn't know it from the media's own headlines. Ken Doctor goes far beyond those headlines, taking an authoritative look at the fast-emerging future.

The Twelve Laws of Newsonomics reveal the kinds of news that readers will get and that journalists (and citizens) will produce as we enter the first truly digital news decade.

A new Digital Dozen, global powerhouses from *The New York Times*, News Corp, and CNN to NBC, the BBC, and NPR will dominate news across the globe, Locally, a colorful assortment of emerging news players, from Boston to San Diego, are rewriting the rules of city reporting,

Newsonomics provides a new sense of the news we'll get on paper, on screen, on the phone, by blog, by podcast, and via Facebook and Twitter. It also offers a new way to understand the why and how of the changes, and where the Googles, Yahoos and Microsofts fit in. *Newsonomics* pays special attention to media and journalism students in a chapter on the back-to-the-future skills they'll need, while marketing professionals get their own view of what the changes mean to them.

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Kristen Clifford:

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Dina Hirsch:

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