



Media: From Chaos to Clarity

By Judy Ungar Franks

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What happens when you apply old-school media thinking to a new media world? Absolutely nothing! *Media: From Chaos to Clarity* strips away the bias of a bygone media era to unveil the Five Global Truths that make sense of a messy media world. Author Judy Franks takes the reader on a journey that departs the old, Newtonian media universe and enters a new world of media chaos where media work in exciting ways. The Five Global Truths offer practical solutions that can guide more integrated outcomes in a fractured marketing world. For each truth, there is a technology story, a pioneer, a lot of chaos and ultimately a new way to implement Integrated Marketing Communications for marketers, the media, marketing services agencies, and future professionals who wish to enter the field of marketing, advertising, and media. Since its publication, *Media: From Chaos to Clarity* has served as inspiration in both classrooms and corporate board rooms. Every day, the Five Global Truths are being put to the test as the media continue to undergo radical change. With each new disruption, the Five Global Truths are becoming more true. We now have a new navigation system for a messy media world that can stand the test of time and transformation.

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Editorial Review

Review

Media: From Chaos to Clarity offers a refreshing and optimistic perspective for marketers navigating today's very turbulent media waters. This book goes beyond the disruptions caused by new technologies and appropriately challenges conventional media wisdom. It provides a new framework that better explains the evolving consumer experience, at a time when more accountability is being demanded from media and marketing. As a marketing practitioner, I am inspired by the Five Global Truths. --Michael Moynihan, Vice President of Marketing and Consumer Communication, LEGO Systems, Inc.

Judy Franks has created a wonderful guide to sense-making in the fractured 21st century media universe. Her survey of the landscape adds a measure of calm to the confusion and serves as an antidote to the predictions of calamity. This is a must-read for anyone in the world of content creation. --Charles Whitaker Helen Gurley Brown Magazine Research Chair, Medill Northwestern University

Judy has explained the changes in media and communications in terms we've never used before. She understands networks and systems and circles and synergy and interactions, where most media and marketing communications people still think in lines and arrows and outputs. --Don Schultz, PhD. Professor, Medill Northwestern University and Author IMC: The Next Generation

About the Author

Author Judy Franks is on the faculty of Northwestern University where she teaches media studies and consumer insight in both the Undergraduate and Graduate programs in Integrated Marketing Communications at the Medill School. Judy joined the Northwestern University faculty in 2008 following a 23-year career in Chicago's leading Advertising and Media Services Agencies where she rose to the executive ranks across both the media and creative strategy disciplines. Judy has since been named among the Top 100 Faculty of Northwestern University by Northwestern University student body for three consecutive academic years. In addition to her teaching, Judy regularly shares her unique perspective on the media as a keynote speaker at industry conferences and also through her consulting firm, The Marketing Democracy. To learn more, feel free to visit The Marketing Democracy at: www.themarketingdemocracy.com and/or follow Judy on Twitter: @judyfranks. Judy's career began in an analog media world and she refers to her more recent experiences as "...an analog girl who 'survived' and actually now thrives in a digital world." Judy focuses her time and research on unearthing patterns of cooperation between existing and emerging media so that everyone can get The Big Picture. Judy is currently researching Binge TV viewing and how the transformation of television consumption patterns will impact advertising exposures and effects. In addition to writing Media: From Chaos to Clarity, Judy has also been published in collegiate textbooks and numerous marketing industry trade publications as well as The Huffington Post. Judy lives on the North Shore of Chicago with her husband, Steve and their son James. She teaches onsite at Northwestern University's Evanston and Chicago campuses as well as online.

Users Review

From reader reviews:

Frederick Warren:

This book entitled Media: From Chaos to Clarity to be one of several books which best seller in this year,

honestly, that is because when you read this book you can get a lot of benefit onto it. You will easily to buy this particular book in the book store or you can order it by using online. The publisher in this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Touch screen phone. So there is no reason for you to past this e-book from your list.

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