



Darstellung des Medienunternehmens Time Warner (German Edition)

Christian Knotik

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Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Sonstiges, Note: 2,3, Hochschule der Medien Stuttgart (Fakultät für Information und Kommunikation), Veranstaltung: Mediensysteme, Sprache: Deutsch, Abstract: Der Medienkonzern „Time Warner“ entstand aus mehreren Fusionen und An- sowie Verkäufen diverser Medienunternehmen, die alle zusammen den heutigen Medienkonzern „Time Warner“ bilden. Um eine genauere Unternehmensgeschichte aufzubauen und korrekt darzustellen, werden in dieser Hausarbeit die einzelnen großen Unternehmensteile und teilweise Subunternehmen einzeln beschrieben und chronologisch aufgegliedert. Des Weiteren wird klargestellt wie sich der uns heute bekannte Medienkonzern „Time Warner“ bis heute entwickelt und geformt hat. Aktuelle Unternehmensdaten runden die Unternehmensgeschichte ab.

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