

Press release

Compendium for Marketing and Media Production: Data, Systems, Media, Best-Practice

Friedberg (Germany, Hessen), 11.12.19. The renowned guide "Web-to-Publish | Web-to-Media: Wege crossmedialer Medienproduktion", called "The Crossmedia-Book", by the management consultancy Melaschuk-Medien, was published in its fourth updated edition.

In seven chapters, fundamental aspects of cross-media production with a focus on web-based systems are covered comprehensively. Core topics are application areas, workflows and interfaces, project management, data management, communication channels and best practices.

The new content includes classic and agile project management for system selection and IT development, variants for system integration, artificial intelligence, media processing in marketing and a "Media-Mix-Matrix". The Media-Mix-Matrix combines print and digital advertising media with typical media channels and can be used as a planning tool. It becomes visible which advertising and communication media there are and in which channels they can be used. In addition, eight best-practice articles illustrate the diverse use of web-based systems in multichannel media production.

The target group for the textbook are project managers from companies, publishing houses, agencies and media houses who have been given the know-how to design and implement media projects and IT systems.

The author and editor is Ira Melaschuk, who has gained her experience in her own IT and publishing projects as well as in consulting with a focus on system selection for web-based marketing and publishing software.

Well-known experts supplement the book with specialist articles: Agile IT development (Roland Bühler), App technologies (Prof. Dr. Ansgar Gerlicher), DSGVO in practice (Prof. Dipl.-Ing. (FH) Ulf Glende), color management (Jan-Peter Homann), media production 2030 (Rüdiger Maaß), data-based cross-channel marketing (Karl-Heinz Mühlbauer) and multi-channel publishing with WordPress (Haeme Ulrich).

The cross-media book is produced in a print edition and also made available in digital versions. A large number of supporters, including universities, associations and organisations, also contribute to the distribution of the book. A special edition will be distributed by Messe Düsseldorf at drupa 2020.

All sources of supply can be found here:

www.cross-media-buch.de (German)

www.cross-media-book.com (English)

Data on the book:

Ira Melaschuk et al.

Web-to-Publish | Web-to-Media: Guidelines for Cross-Media Production

4th updated edition 2019, 288 pages, softcover

Nominal fee: 19,90 Euro

English digital edition: approx. 150 pages, to be published end of 2019

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Melaschuk Medien

Melaschuk-Medien is an owner-managed management consultancy and offers vendor-neutral consulting and workshops focusing on marketing portals, web-to-print, web-to-publish and cross-media solutions. To the services belong requirement analyses, system selection, process optimization and economy analyses for enterprises from industry, trade, public agencies as well as media houses.

Owner Ira Melaschuk is a lecturer at the Bergische Universität Wuppertal in the master's course in printing and media technology. Her textbook "Web-to-Publish | Web-to-Media: Guidelines for Cross-Media Production" is recognized as a standard work and is used as basic literature at universities and educational institutions.