

Press release

Specialist book: A holistic view of cross-media production

Friedberg (Hessen), 10.06.22. The fifth edition of the specialist book "Web-to-Publish | Web-to-Media: Ways of cross-media media production", called "The Cross-Media Book", was published by the consultancy Melaschuk-Medien.

In the book, author and editor Ira Melaschuk and other expert authors and organizations take a holistic view of cross-media production: from trends and requirements, technical set-up and IT infrastructures, areas of application, data and target group management to communication channels. The topics also include both print and digital media.

The book has been completely updated for the new edition and many new contents have been added. This includes the chapter on the "Ecosystem Marketing and Communication" - a newly developed method by Melaschuk-Medien. The ecosystem helps companies and technology providers to define their own requirements and strategies more clearly and to position themselves correctly within a complex system landscape.

In the "Practice and Solutions" chapter, articles describe the practical use of marketing and communication solutions in the companies sheego, HUK-COBURG, IVECO, HELLMUT RUCK, Heise Medien, WAGO, Tank & Rast, SPITZKE and Fegime.

Respected experts supplement the book with valuable technical contributions and 17 supporters, including universities, associations, organizations, and multipliers, are helping to distribute it. A special edition will be issued by Messe Düsseldorf at drupa 2024.

The target audience for the reference book is project managers and employees from companies, publishing houses, agencies and media houses who are given knowledge for the conception and implementation of digitization and media projects.

The cross-media book is produced in a print edition and in digital versions as PDF and e-paper.

All sources of supply can be found here:

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

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

Facts about the book:

Ira Melaschuk et al.

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

5th updated edition 2022, 288 pages, softcover

Nominal fee: 19,90 Euro

English digital edition: 200 pages

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Melaschuk Medien

Melaschuk-Medien offers provider-neutral consulting and workshops focusing on marketing, web-to-print, web-to-publish and cross-media. The services include requirements analyses, system selection, process optimization and cost-effectiveness analyses for companies from industry, trade, banking, insurance, public institutions, and media companies. Owner Ira Melaschuk is a lecturer at the University of Wuppertal in the master's program in printing and media technology. Her reference book "Web-to-Publish | Web-to-Media: Ways of cross-media media production" has established itself as a standard work and is used as basic literature at universities and educational institutions.

