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# MEDIA MULTITASKERS CHALLENGE TRADITIONAL MEDIA PLANNING APPROACHES



Media Multitaskers  
Challenge Traditional Media  
Planning Approaches  
A lens into Lebanon & the Middle East Region



LAP Lambert Academic Publishing. Paperback. Condition: New. 88 pages. Dimensions: 8.7in. x 5.9in. x 0.2in. Following the emergence of new technologies and the rise of the digital age, the media landscape has shifted and is now challenging media organizations to rethink their current media mix strategies targeting the young consumer. With the rapid and fast paced lifestyle mandated by the modern life, young consumers, between the ages of 18 to 35 years old, are increasingly balancing and juggling several tasks at...

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- Authored by Karim Merhi
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