Analyzing the Relationship between Media Management and Change Management on the German Book Industry

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EXECUTIVE SUMMARY

The German book market is the third biggest worldwide. Yet, in recent years the industry has faced problems to successfully implement the e-book as a new technological innovation. Compared to other book markets like in the UK or the US and despite a steady growth rate, the market share of e-books remained on a low level of just 1% of the total market value until 2012. This study examines the main factors within change that possibly have hindered the adoption of new technology in the German book industry and focuses on change management as a potential instrument to respond to existing barriers.

Keywords: Media management, Change management, German book industry, E-books, Organizational change, Disruptive innovations