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The global media agency network was formed through the merger of The Media Edge and CIA, bringing together CIA's 57 offices across 28 countries and The Media Edge's 103 offices 78 countries to form one global group. In 2010, the agency officially changed its name from Mediaedge:cia to MEC, something it has informally been referred to for years.

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Media Edge: Media Logic and Social Reality by David L. ...

Media logic is [a form of communication and the process through which media transmit and communicate information.] This appears to be a rather simplistic definition, but as the reader continues throughout Altheide's book, the author hides many things in this unpretentious meaning.

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From the internet to the NSA he shows how media logic has transformed audiences into personal networks guided by social media. He argues that we have reached the media edge as social media have all but eviscerated the audience as a significant factor in the communication equation; mediated communication is increasingly about media performances and individual selection to promote identity.

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L. Altheide's Media Edge: Media Logic and Social Reality is a perfectly current piece of scholarship. The book is a bril-liant account, first, of the development and innovations in [media logic] and, second and most importantly, for its cri - tical discussion of the interdependence and interweaving between this logic and

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