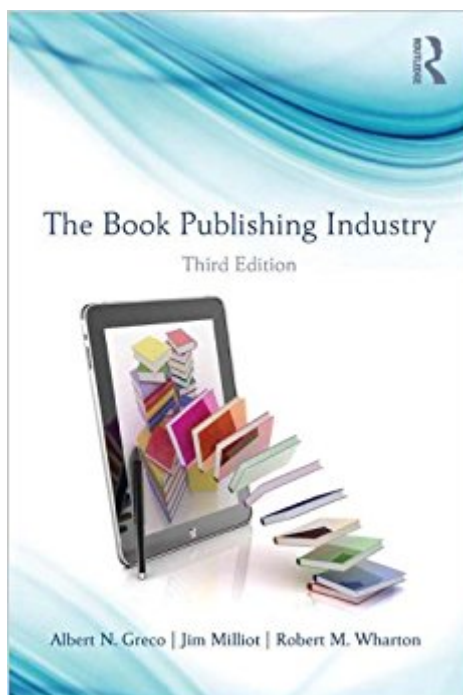


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The Book Publishing Industry



Synopsis

The Book Publishing Industry focuses on consumer books (adult, juvenile, and mass market paperbacks) and reviews all major book categories to present a comprehensive overview of this diverse business. In addition to the insights and portrayals of the U.S. publishing industry, this book includes an appendix containing historical data on the industry from 1946 to the end of the twentieth century. The selective bibliography includes the latest literature, including works in marketing and economics that has a direct relationship with this dynamic industry. This third edition features a chapter on e-books and provides an overview of the current shift toward digital media in the US book publishing industry.

Book Information

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Customer Reviews

If you want information on the book-publishing industry, this book is perfect. Unfortunately, the Kindle version has several issues. Firstly, page references and internal hyperlinks do not work. Secondly, many of the charts have lost their headings in the appendix, making them useless, because you do not know what dataset you are looking at. For the price (US\$45), and considering

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