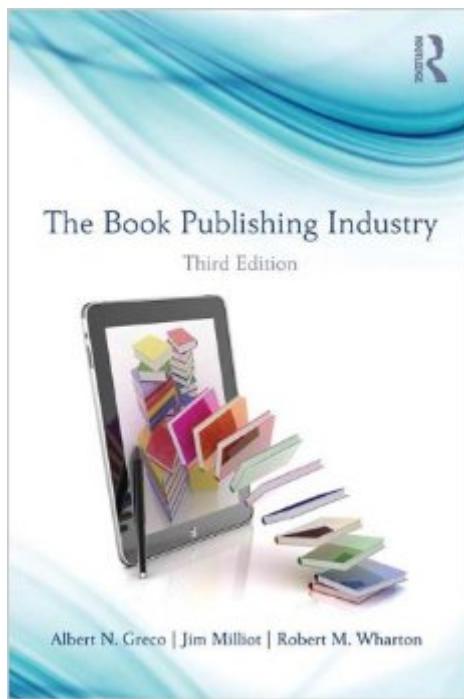


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# The Book Publishing Industry



## **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**

File Size: 3686 KB

Print Length: 504 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 3 edition (July 31, 2013)

Publication Date: July 31, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00EALK9X8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #536,115 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #56 in Kindle Store > Kindle eBooks > Law > Media & the Law #133 in Books > Law > Media & the Law #173 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry

## **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

that the value of this book comes from the contained data, the quality of the Kindle version is unacceptable, and I cannot recommend it in good faith to others. This situation is unfortunate, because I'm sure it's not the fault of the authors.

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