



The Changing World of Publishing: A Special Issue of the Journal of Media Economics

By -

Routledge. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. This issue represents a broad synopsis of the past, present, and future of electronic publishing. The contributors explore the opportunities and challenges related to this new distribution channel, and the effect of this change on publishers, authors, editors, distributors, and consumers. Standing with the key to the new world, publishers will be faced with new opportunities and nagging issues related to new competition, content control, and protection of revenue streams requiring strategies that stress rationalization of distribution systems, cross-promotion, strategic pricing, and leveraging to new revenue sources. In addition, this issue also highlights the objections of consumers to these types of change, the benefits of the new technology for consumers, and the adaptation of the publishing industry as a whole. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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