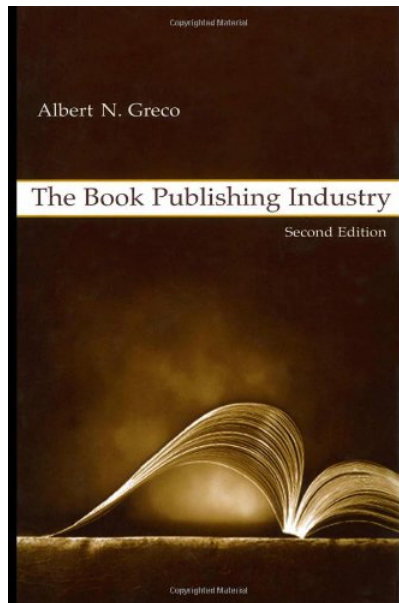


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This volume provides an innovative and detailed overview of the book publishing industry, including details about the business processes in editorial, marketing, and production. The work explores the complex issues that occur everyday in the publishing industry and covers the changing technologies and business practices. In this second edition, author Albert N. Greco thoroughly updates his original text, providing statistical datasets through 2002 and in many cases offering projections through 2007. With consumer books (adult, juvenile, and mass market paperbacks) at the central focus of the book, the author also reviews all major book categories to present a comprehensive overview of this diverse business. In addition to the insights and portrayals of the publishing industry, this edition includes a new appendix containing rarely seen historical data on the industry from 1946 to the end of the 20th century. The selective bibliography includes the latest literature, including works in marketing and economics that has a direct relationship with this dynamic industry. This volume offers invaluable insights for graduate and undergraduate courses exploring the book publishing industry, and it is a unique and vital resource for anyone studying or interested in the industry.

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