

Series of textbooks of the theory and practice of Western editing and publishing (English): West Publishing Industry Management(Chinese Edition)



Filesize: 9.38 MB

Reviews

Complete guideline for publication fanatics. It is actually written in straightforward words rather than confusing. I am effortlessly could get a pleasure of looking at a written book.

(Kirstin Schuppe)

SERIES OF TEXTBOOKS OF THE THEORY AND PRACTICE OF WESTERN EDITING AND PUBLISHING (ENGLISH): WEST PUBLISHING INDUSTRY MANAGEMENT(CHINESE EDITION)

DOWNLOAD



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 211 Language: Chinese in Publisher: People's University of China Press series of textbooks of the theory and practice of Western editing and publishing (English): Western Publishing Industry Management describes the basic doctrine of the Western publishing industry management and principle. the relationship between the publishing company organizational structure. management responsibilities. the company on the lower level between and parallel level. changes in the pattern of technological innovations and publishing management. digital publishing and traditional publishing integration management mechanism. which outlines the contemporary Western complete picture of the publishing industry management. Western editing and publishing the Theory and Practice (English) textbook series: the preparation of the basic principles of Western Publishing Industry Management is published by prominent Western integration of the core values ??of education and practice of organic. Suitable for our editing and publishing professional or related media class undergraduate and graduate business reference books can also be used as our publishing and related industries professionals. Contents: Part One Management of Publishing Industry in General Chapter 1 Publishing Management Theory and Practice Section A Strategic Planning-Top Management of Publishing Firms Section B On Management to Meeting the Specific Needs of Consumers Chapter 2 Corporate Organization and Structure Section A Simon & Schuster Section B University Presses Part Two Career Opportunities in the publishing Industry Chapter 3 Book President and Packager Section A Book President Section B Book Packager Chapter 4 Editor-in-Chief and Senior Editor Section A Editor-in-Chief Section B Senior Editor Chapter 5 Executive Secretary and Financial Manager Section A Executive Secretar Section B Financial Manager Chapter 6 Middle-Level Managers Section A Marketing and Advertising Director Section B Art Director Part Three Publishing Industry In the 21st Century Chapter 7 Irrational Exuberance and Technological Impact Section A Irrational Exuberance Section B The Impact of Technology and...



[Read Series of textbooks of the theory and practice of Western editing and publishing \(English\): West Publishing Industry Management\(CHinese Edition\) Online](#)



[Download PDF Series of textbooks of the theory and practice of Western editing and publishing \(English\): West Publishing Industry Management\(CHinese Edition\)](#)

See Also



Access2003 Chinese version of the basic tutorial (secondary vocational schools teaching computer series)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 192 Publisher: People's Post Pub. Date :2011-10-01 version 1. Access 2003 Tutorial...

[Download Book »](#)



On the seventh grade language - Jiangsu version supporting materials - Tsinghua University Beijing University students efficient learning

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 116 Publisher: Beijing Education Press Pub. Date :2009-6-1. Colorful three-dimensional law degree...

[Download Book »](#)



Summer the 25th anniversary of the equation (Keigo Higashino shocking new work! Lies and true Impenetrable)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown in Publisher: Modern Publishing Basic information Original Price: 28.00 yuan...

[Download Book »](#)



The love of Winnie the Pooh Pack (Disney English Home Edition) (Set of 9)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback Pages Number: 1224 Language: English. Disney Home Edition English English enlightenment and good...

[Download Book »](#)



Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 146 Publisher: Higher Education Pub. Date :2009-07-01 version 2. This book is...

[Download Book »](#)


Preschool education research methods(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2013-08-01 Language: Chinese Publisher:. Nanjing University Press only genuine new book

[Download Book »](#)


Found around the world : pay attention to safety(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2013-04-01 Pages: 24 Publisher: Popular Science Press How to ensure online

[Download Book »](#)


Third grade - students fun reading and writing training

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 171 Publisher: Shanghai Far East Publishing House Pub. Date :2010-8-1. First. the

[Download Book »](#)


SY] young children idiom story [brand new genuine(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2003-05-01 Pages: 151 Publisher: Anhui Literature and Art Shop Books All

[Download Book »](#)


Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service

[Download Book »](#)