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Information architecture
The process; Content management; Some considerations for CMS; Enterprise content management; Knowledge management and storage issues; Conclusion: CMS development driving opportunities; 5. The context for ebook formats and e-readers; Introduction; The development of ebook formats; The development of e-readers; Tablets and the new readership; Conclusion: the changing view of the book; Conclusion to Part I; Further reading and resources; Questions to consider; Part II: Publishing sectors; 6. Developments in digital professional reference publishing; Introduction
The benefits of digital publishing for reference
Early developments in specialist reference; The early electronic products: CD-ROMs; Problems with CD-ROMs; Database products; Infrastructure requirements and organisational change; The data asset; Migration issues as digital products are developed; Changing relationships with customers in the specialist sector; Ongoing product development; Pricing and sales models; Future developments; Case study: The White Book; Conclusion; Further reading and resources; Questions to consider; 7. Developments in digital publishing for the academic market
Introduction
Context: the research environment; Scholarly research customers; Peer review and the role of publishers; Who owns the research?; The publishing dilemma; The development of digital products; The early development of new digital products; What current digital products look like and the challenges they face; The challenges for digital journals; The monograph: the scholarly publisher's next challenge; Future directions: problems and opportunities; Conclusion; Further reading and resources; Questions to consider; 8. Developments in digital publishing in the education market
Introduction

Sommario/riassunto

<P>Responding to the growth of digital products and the commercial imperative to build new digital businesses, <I>The Business of Digital Publishing</I> offers a comprehensive introduction to the development of digital products in the book and journal industries.
</P><P>This textbook provides background to the main technological development that have influenced the growth of digital publishing, introducing students to the key terms and concepts that make digital publishing possible.</P><P>Exploring four key publishing sectors: professional reference, academic, education and consumer, this book
