1. Record Nr. UNINA9910461106603321 The enduring book : print culture in postwar America / / edited by **Titolo** David Paul Nord, Joan Shelley Rubin, and Michael Schudson Pubbl/distr/stampa Chapel Hill, [North Carolina]:,: Published in association with the American Antiquarian Society by the University of North Carolina Press. 2009 ©2009 **ISBN** 1-4696-2583-0 1-4696-2721-3 Descrizione fisica 1 online resource (637 p.) Collana History of the Book in America; Volume 5 Disciplina 381/.450020973 Soggetti Book industries and trade - United States - History - 20th century Book industries and trade - United States - History - 21st century Periodicals - Publishing - United States - History - 20th century Periodicals - Publishing - United States - History - 21st century Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. ""Contents""; ""Contributors""; ""Editors' and Authors' Nota di contenuto Acknowledgments""; ""CHAPTER 1 General Introduction: The Enduring Book in a Multimedia Age""; ""PART I. Technological, Business, and Government Foundations""; ""Introduction""; ""CHAPTER 2 The Organization of the Book Publishing Industry""; ""CHAPTER 3 Book Production Technology since 1945""; ""CHAPTER 4 Markets and Audiences""; ""CHAPTER 5 Selling the Product""; ""CHAPTER 6 The Right Niche: Consumer Magazines and Advertisers""; ""CHAPTER 7 Wounded but Not Slain: The Orderly Retreat of the American Newspaper"" ""CHAPTER 8 Government Censorship since 1945""""CHAPTER 9 American Copyright Law since 1945""; ""CHAPTER 10 U.S. Government Publishing in the Postwar Era""; ""PART II. Forms and Institutions of Mediation and Subsidy""; ""Introduction""; ""CHAPTER 11 Building on the 1940's""; ""Section I. A D-Day for American Books in Europe: Overseas

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