

1. Record Nr.	UNINA9910559398603321
Titolo	China's publishing industry in the era of big data // Li Zhang [and three others]
Pubbl/distr/stampa	Singapore : , : Social Sciences Academic Press, , [2022] ©2022
ISBN	981-19-0428-6
Descrizione fisica	1 online resource (215 pages)
Collana	Research series on the Chinese dream and China's development path
Disciplina	070.50951
Soggetti	Big data Book industries and trade Publishers and publishing - China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Series Preface -- Preface -- Contents -- 1 Existing Data in Traditional Publishing Industry -- 1.1 Types of Data in Traditional Publishing Industry -- 1.2 Volume of Data in Traditional Publishing Industry -- 1.3 Use of Data in Traditional Publishing Industry -- Reference -- 2 Big Data in the Internet Industry and Other Emerging Industries -- 2.1 Main Types of Big Data -- 2.2 Big Data Volume -- 2.3 Use of Big Data -- References -- 3 Characteristics of Data in the Traditional Publishing Industry and Emerging Industries Including the Internet Industry -- 3.1 Characteristics of Data in the Traditional Publishing Industry -- 3.2 Characteristics of Big Data in the Internet Industry -- 3.3 A Comparison of Data in the Traditional Publishing Industry and Big Data in the Internet Industry -- Reference -- 4 The Impact of Big Data on Traditional Publishing -- 4.1 The Great Impact of the Internet on Traditional Publishing -- 4.2 The Impact of Big Data on the Traditional Publishing Industry -- 4.3 The Impact of Big Data on Content Production and Marketing in the Publishing Industry -- References -- 5 Response Attempts of Traditional Publishing Industry to Emerging Industries Such as Internet -- 5.1 Attempts of Big Data Applications of Traditional Publishing Industry -- 5.2 Big Data Application Cases of Emerging Digital Content Industry -- 5.3 Role of Traditional Publishing Industry in Big Data Application -- 6 Thoughts

and Suggestions on Development of Publishing Industry in Age of Big Data -- 6.1 Industry Level: Change Ideas Effectively -- 6.2 Enterprise Level: Rational Response to Big Data with Demand as Orientation.
