

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910726279803321  |
| Autore                  | Greco Albert N. <1945->  |
| Titolo                  | The College Textbook Publishing Industry in the U. S. 2000-2022 : The Search for Competitive Marketing Strategies // Albert N. Greco   |
| Pubbl/distr/stampa      | Cham, Switzerland : , : Palgrave Macmillan, , [2023]<br>©2023  |
| ISBN                    | 3-031-30415-2  |
| Edizione                | [First edition.]   |
| Descrizione fisica      | 1 online resource (XXIV, 133 p.)   |
| Collana                 | Marketing and Communication in Higher Education Series   |
| Disciplina              | 378  |
| Soggetti                | Education, Higher<br>Edició acadèmica<br>Educació superior<br>Llibres electrònics<br>Estats Units d'Amèrica  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | 1. The State of the U.S. College Textbook Industry to 2000 -- 2. The Impact of Disruption on the College Textbook Publishing Industry: 2001-2012 -- 3. The Responses of the Major College Textbook Publishers: 2013-2018 -- 4. College Bookstores and College Textbook Publishers Confront Dramatic Developments and Challenges: 2019-2021 -- 5. The Future of College Textbook Publishing.  |
| Sommario/riassunto      | This book explores the college textbook publishing industry, from its inception in medieval universities, through the late 20th century, to the present day which has led to an existential crisis for some publishers. The various sections in this book offers a comprehensive analysis of the substantive developments, problems, and concerns about a myriad of major issues that confronted the higher education textbook sector after 2000. Chapters incorporate highly reliable textbook statistical sources as well as a review of some marketing theories utilized by these publishers (e.g., understanding the threat of substitute products; the sale of used and rental texts; the sale of new digital textbooks). . |