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Nota di bibliografia	Includes bibliographical references (p. [211]-223) and index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Tables -- Figures -- Abbreviations -- CHAPTER ONE. Publishing from the Past to the Present -- CHAPTER TWO. Publishing in the Global Economy -- CHAPTER THREE. Forms of Publishing -- CHAPTER FOUR. The Publishing Process -- CHAPTER FIVE. Selling Books -- CHAPTER SIX. Information Technology and Publishing -- CHAPTER SEVEN. Publishing in a Networked World -- Backmatter
Sommario/riassunto	An introduction to publishing practices in the context of the information society, concentrating on its structure and operation, covering all aspects of publishing in the 21st century. It puts publishing into the wider context of communication knowledge and information and shows how it will continue to be key element.