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Titolo	The enduring book : print culture in postwar America / / edited by David Paul Nord, Joan Shelley Rubin, and Michael Schudson
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Nota di contenuto	""Contents""; ""Contributors""; ""Editors' and Authors' 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 Editions, Inc., 1944-1945""; ""Section II. The American Book Publishers

Council"'; "'CHAPTER 12 Editorial Vision and the Role of the Independent Publisher"'; "'CHAPTER 13 Literary Culture, Criticism, and Bibliography'"

"Section I. Cultures of Letters, Cultures of Criticism""Section II. The Critical Climate"'; "'Section III. Bibliography and the Meaning of "Text""'; "'CHAPTER 14 Magazines and the Making of Authors"'; "'CHAPTER 15 The Opppositional Press"'; "'CHAPTER 16 The Black Press and Radical Print Culture"'; "'CHAPTER 17 Where the Customer Is King: The Textbook in American Culture"'; "'CHAPTER 18 Libraries, Books, and the Information Age"'; "'CHAPTER 19 Science Books since 1945"'; "'CHAPTER 20 U.S. Academic Publishing in the Digital Age'"

"CHAPTER 21 The Perseverance of Print-Bound Saints: Protestant Book Publishing"'; "'CHAPTER 22 Bilingual Nation: Spanish-Language Books in the United States since the 1960's"'; "'PART III. Reading, Identity, and Community"'; "'Introduction"'; "'CHAPTER 23 The Enduring Reader"'; "'CHAPTER 24 Reading the Language of the Heart: The "Big Book" of Alcoholics Anonymous"'; "'CHAPTER 25 Books and the Media: The Silent Spring Debate"'; "'CHAPTER 26 The Chat-An-Hour Social and Cultural Club: African American Women Readers"'; "'CHAPTER 27 Book Collecting and the Book as Object'"

"CHAPTER 28 Valuing Reading, Writing, and Books in a Post-Typographic World"'; "'Reading the Data on Books, Newspapers, and Magazines: A Statistical Appendix"'; "'Notes"'; "'Index'"

2. Record Nr.	UNIORUON00428212
Titolo	Theorie, Literatur, Praxis : Arbeitsbuch zur Literaturtheorie seit 1970 / Richard Brütting, Bernhard Zimmermann (Hrsh.)
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