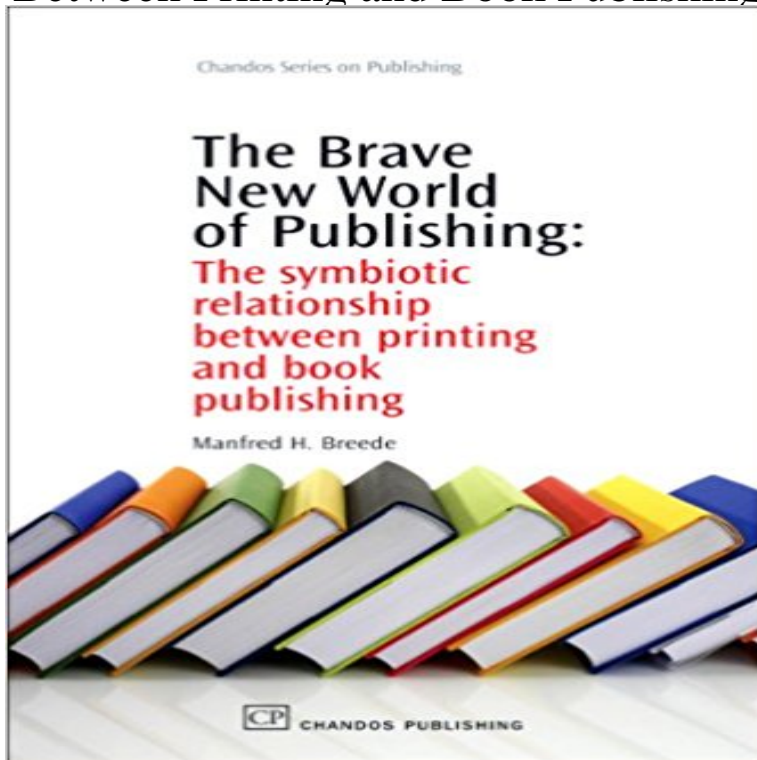


The Brave New World of Publishing: The Symbiotic Relationship Between Printing and Book Publishing (Chandos Series on Publishing)



This book is aimed at publishers, librarians, printers, communications professionals and anyone who has an interest in the past, present and future of the book. It chronicles the early beginnings of printing technology and book publishing in the context of the book as a major cultural agent. The book discusses the print medium in light of challenges from non-paper communications technologies and how the book publishing industry can face these challenges in order to remain an important player in the extant multi-media market place by exploiting the technical and creative possibilities afforded by newer digital printing technologies. Written by a highly knowledgeable and well respected academic and practitioner in the print media field Provides detailed technical information on conventional and digital reproduction technology Technology is discussed in the context of the cultural evolution of communication

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