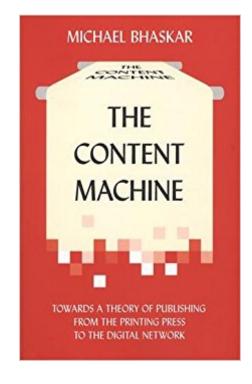


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The Content Machine: Towards A Theory Of Publishing From The Printing Press To The Digital Network (Anthem Publishing Studies)





Synopsis

This ground-breaking study, the first of its kind, outlines a theory of publishing that allows publishing houses to focus on their core competencies in times of crisis. Tracing the history of publishing from the press works of fifteenth-century Germany to twenty-first-century Silicon Valley, via Venice, Beijing, Paris and London, and fusing media theory and business experience, $\tilde{A}c\hat{a} \neg \ddot{E}ceThe$ Content Machine $\tilde{A}c\hat{a} \neg \hat{a}_{,,,c}$ offers a new understanding of content, publishing and technology, and defiantly answers those who contend that publishing has no future in a digital age.

Book Information

Series: Anthem Publishing Studies Paperback: 226 pages Publisher: Anthem Press (October 1, 2013) Language: English ISBN-10: 0857281119 ISBN-13: 978-0857281111 Product Dimensions: 5.5 x 1 x 8.5 inches Shipping Weight: 11.4 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #523,677 in Books (See Top 100 in Books) #99 inà Â Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry #499 inà Â Books > Politics & Social Sciences > Social Sciences > Library & Information Science > General #2009 inà Â Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

 $\tilde{A}\phi\hat{a} \ \neg \ddot{E}\varpi[A]$ sophisticated approach to what most interested readers would agree is an exceptionally daunting task. The book is detail-rich but capacious in its selection of examples and its synthesis of what the author argues are the essential elements tying together publishing circumstances that many might consider discrete or incompatible. [$\tilde{A}\phi\hat{a} \ \neg \hat{A}$]] Bhaskar $\tilde{A}\phi\hat{a} \ \neg \hat{a}_{,,\phi}$ s treatment of familiar problematics [is] refreshingly well-reasoned and well-argued. $\tilde{A}\phi\hat{a} \ \neg \hat{a}_{,,\phi}$ $\tilde{A}\phi\hat{a} \ \neg \hat{a} \phi$ Aaron McCollough, $\tilde{A}\phi\hat{a} \ \neg \ddot{E}\varpi$ Journal of Electronic Publishing $\tilde{A}\phi\hat{a} \ \neg \hat{a}_{,,\phi}$

 $\tilde{A}\phi\hat{a} \ \neg \ddot{E}\infty$ Bhaskar shows you not just where publishing's going but where publishing went while we were all sleepwalking. The definitive guide to the bleak yet fascinating future of books. $\tilde{A}\phi\hat{a} \ \neg \hat{a},\phi$ $\tilde{A}\phi\hat{a} \ \neg \hat{a} \phi \tilde{A}\phi\hat{a} \ \neg \ddot{E}\infty$ New York Times $\tilde{A}\phi\hat{a} \ \neg \hat{a},\phi$ bestselling author Michael Levin, CEO, BusinessGhost.com¢â ¬ËœIn his bold and innovative book Michael Bhaskar tackles some of the big questions that surround publishing. He takes the reader on a quest for a unified theory of publishing, arriving at the Content Machine, which takes account of both its history and the challenges it faces from digital media.Ā¢â ¬â,¢ Ă¢â ¬â ¢Angus Phillips, Director, Oxford International Centre for Publishing StudiesĂ¢â ¬ËœScholarly yet utterly lucid, the dazzling generosity of BhaskarĂ¢â ¬â,¢ ħ¢â ¬â ¢Alex Butterworth, Founder/Managing and Creative Director, Amblrâ⠬ʜMichael Bhaskar brings his considerable experience as a digital publishing professional to inform a fascinating theory of publishing with broad historical scope.ââ ¬â,¢ ââ ¬â,¢ Ţ⠬â ¢Dan Franklin, Digital Publisher, Random House GroupBhaskar takes us on a fascinating journey that ultimately leads us to question in whose hands the future of publishing will lie.ââ ¬â,¢ ââ ¬â,¢ Á¢â ¬â ¢JosÃf© Afonso Furtado, Catholic University of Portugalâ⠬˜An insightful, enjoyable and fresh contribution to the noisy debate on publishing's future.ââ ¬â,¢ â⠬⠢Stephen Page, CEO and Publisher, Faber & Faber

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