



Revolutions in Book Publishing: The Effects of Digital Innovation on the Industry

Lall Ramrattan, Michael Szenberg

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Not since Gutenberg printed his first Bible has the book industry undergone such rapid and widespread change. The last two decades have wrought major transformation on every aspect of the industry, with firms vying to keep pace with the creation and application of new digital technology. *Revolutions in Book Publishing* uses dynamic methods to examine the evolution of the industry's transition from physical place to cyber space, analyzing the latest effects of technological innovations on the industry as well as their influence on distribution channels, market structure, and conduct of the industry.

Outlining rivalries between dominant players such as Amazon and Barnes & Noble, and case studies on brick-and-mortar stores as well as online booksellers, this book provides a comprehensive look at where the industry's been and where it's headed. Scarcely covered in the literature, *Revolutions in Book Publishing* fills a gap for scholars and students of industry studies and advances the research on a unique and evolving industry from a historical and critical perspective.

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