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this book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time from the surge of ebooks to the self publishing explosion and the growing popularity of audiobooks book wars provides a comprehensive and fine grained account of technological disruption in one of our most important and successful creative industries like other sectors publishing has been thrown into disarray by the digital revolution the foundation on which this industry had been based for 500 years the packaging and sale of words and images in the form of printed books was called into question by a technological revolution that enabled symbolic content to be stored manipulated and transmitted quickly and cheaply publishers and retailers found themselves

facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs the old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants including powerful new tech giants who saw the world in very different ways the book wars had begun while ebooks were at the heart of many of these conflicts thompson argues that the most fundamental consequences lie elsewhere the print on paper book has proven to be a remarkably resilient cultural form but the digital revolution has transformed the industry in other ways spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms most important of all it has transformed the broader information and communication environment creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age this unrivalled account of the book publishing industry as it faces its greatest challenge since gutenberg will be essential reading for anyone interested in books and their future

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updates entries already published and supplements the dictionary of literary biography series with entries on newly prominent writers

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an admirably clear sighted and engaging analysis of contemporary forms of mediation illuminating the dynamics of new media across social political and cultural spheres eugenia siapera provokes her reader to think afresh about familiar phenomena to synthesise diverse theoretical positions and to stretch their imaginations to anticipate what is coming sonia livingstone london school of economics and political science an excellent introduction to the past present and future of the electronic networked media world by carefully examining the complex interactions between society and media siapera insightfully illuminates the social political economic and cultural consequences of our increasingly electronically networked and mediated world a highly useful teaching tool and an engaging read for students teachers and scholars steve jones university of illinois chicago new media are everywhere yet with so many technological developments and theoretical perspectives understanding them has never been more difficult eugenia siapera explains the key concepts and approaches to the impact of new media on the economy society identity politics friendship citizenship and everyday life putting the student first this book engages the reader with integrated up to date case studies brings it all together with chapter summary charts challenges students to apply concepts with e tivities provides key further online readings here this book is both starting point and map for any student of new media and digital culture

since china adopted its open door policy in 1978 which altered its development strategy from self sufficiency to active participation in the world market its goal has remained unchanged to assist the readjustment of china s economy to coordinate its modernization programs and to improve its quality of life with the 1997 launch of the going global policy an outward focus regarding foreign investment was added to circumvent trade barriers and improve the competitiveness of chinese firms in order to accommodate inward and outward investment china s participation in the international investment regime has underpinned its efforts to join multilateral investment related legal instruments and conclude international investment agreements this collection compiled by award winning scholar professor julien chaisse explores the three distinct tracks of china s investment policy and strategy bilateral agreements including those with the us and the eu regional agreements including the free trade area of the asia pacific and global initiatives spear headed by china s presidency of the g20 and its belt and road initiative the book s overarching topic is whether these three tracks

compete with each other or whether they complement one another a question of profound importance for the country's political and economic future and world investment governance

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