

for publishing students, those seeking a career in publishing, recent entrants to the industry, and authors seeking an insider's view. The accompanying website supports the book by providing up-to-date and relevant content. Presenting research in leading edge applications of new technologies in traditional book markets, this book analyses what the commercial opportunities are and how businesses might go about exploiting them. In addition to the education sector, significant opportunities also existing in markets for print handicapped, maps and infotainment.

The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed 'global village' that would emerge in the late-twentieth and twenty-first centuries — despite having been written when black-and-white television was ubiquitous. This new edition of The Gutenberg Galaxy celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates The Gutenberg Galaxy for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, The Gutenberg Galaxy is an indispensable road map for our evolving communication landscape.

Information technology has come to play an important role in organizations over the last few decades. Though it began as an entity dealt with by specialists, IT has evolved to become an everyday tool with both operational and strategic impacts. Most modern organizations have adopted different forms of IT, and become dependent on their computer-based information systems and their peripherals for everyday operations. Information technology offers opportunities to increase efficiency, customer value, and competitiveness. Given the financial investment in IT required by organizations to remain competitive, IT has become a resource that needs to be managed. Management and Information Technology evaluates organizations' utilization of IT including knowledge management and e-learning, accounting, and business relationships. Presenting theories to help the reader understand the varying roles IT can occupy in different organizations, this volume illustrates the ways in which IT has become a key strategic tool. Explores how the earliest printers moulded demand and created new markets and argues that marketing changed what was read and the place of reading in sixteenth-century readers' lives, shaping their expectations, tastes, and their practices and beliefs.

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