



Books, Bytes and Business: The Promise of Digital Publishing

Bill Martin, Xuemei Tian

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How are businesses responding to global changes in markets driven by changes in technology? Whatever the industry, the trends are familiar: globalization and the rise of industrial conglomerates, mergers and acquisitions, the networking of businesses and markets, outsourcing and shifts in the distribution of resources and production, all reflected in the emergence of new players, new products and services and new forms of competition.

As arguably the first knowledge-based business, book publishing provides an ideal setting for the study of challenge and opportunity. The industry is currently experiencing fierce levels of competition, extreme financial pressures, restructuring and the threat of technology-induced obsolescence. Added to these are the challenges posed by new and potential entrants to the market, the emergence of new products and services, new ways of doing business, including trading in virtual markets, and the vulnerability of traditional business models. The suitability of book publishing as a context for researching the emergence of knowledge-based business becomes all too apparent.

Through combining primary research with secondary analysis drawn from the relevant literatures, *Books, Bytes and Business* is both a readable and informative account of business in the knowledge-based economy.

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Why? Because this Books, Bytes and Business: The Promise of Digital Publishing is an unordinary book that the inside of the guide waiting for you to snap that but latter it will zap you with the secret the idea inside. Reading this book alongside it was fantastic author who write the book in such remarkable way makes the content on the inside easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This book will give you a lot of positive aspects than the other book include such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I were being you I will go to the guide store hurriedly.

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