



The Business of Digital Publishing: An Introduction to the Digital Book and Journal Industries

Frania Hall

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Responding to the growth of digital products and the commercial imperative to build new digital businesses, *The Business of Digital Publishing* offers a comprehensive introduction to the development of digital products in the book and journal industries.

This textbook provides background to the main technological development that have influenced the growth of digital publishing, introducing students to the key terms and concepts that make digital publishing possible.

Exploring four key publishing sectors: professional reference, academic, education and consumer, this book explains the context for the digital developments in each area and looks at the growth of new business models and the future challenges faced by each sector.

It also addresses the key issues that face the industry as a whole, outlining current debates, such as pricing and copyright, and exploring their impact on the industry through relevant case studies.

The Business of Digital Publishing is an invaluable resource for any publishing student looking for a starting point from which to explore the world of digital publishing.

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