The Unit Trade Paper Ninni Holmqvist

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this report gathers collates the best national data available to provide a reliable comprehensive overview of american reading today this report relies on the most accurate data available which consists of large nat studies conducted on a regular basis by u s fed agencies supplemented by academic foundation business surveys although there has been measurable progress in recent years in reading ability at the elementary school level all progress appears to halt as children enter their teenage years there is a general decline in reading among teenage adult americans both reading ability the habit of regular reading have greatly declined among college grad the declines have demonstrable social economic cultural civic implications illus

the book publishing industry focuses on consumer books adult juvenile and mass market paperbacks and reviews all major book categories to present a comprehensive overview of this diverse business in addition to the insights and portrayals of the u s publishing industry this book includes an appendix containing historical data on the industry from 1946 to the end of the twentieth century the selective bibliography includes the latest literature including works in marketing and economics that has a direct relationship with this dynamic industry this third edition features a chapter on e books and provides an overview of the current shift toward digital media in the us book publishing industry

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