

<<西方出版概要>>

图书基本信息

书名：<<西方出版概要>>

13位ISBN编号：9787300155357

10位ISBN编号：7300155359

出版时间：2012-9

出版时间：中国人民大学出版社

作者：苏世军，张养志

页数：253

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<西方出版概要>>

### 内容概要

《西方编辑出版理论与实务（英文版）系列教材：西方出版概要》介绍英美等西方国家的出版现状和发展趋势、传统出版与数字出版之间的关系、新媒体对传统阅读的冲击、大中小型出版公司的运行模式等。

《西方编辑出版理论与实务（英文版）系列教材：西方出版概要》编写的基本原则，在于突出西方出版教育与实践有机融为一体的核心价值观。

适合我国编辑出版专业或相关传媒类专业本科生和研究生使用，也可以作为我国出版及其相关产业专业人士的业务参考书。

## 书籍目录

Part One West Publishing Industry In General  
 Chapter 1 A Glimpse of the UK Publishing Industry  
 Section A The UK Publishing Industry and Its Top Ten Publishers  
 Section B The Direct Value of the UK Publishing Industry  
 Chapter 2 A Glimpse of the US Book and Magazine Publishing Industry-  
 Section A The US Book Publishing  
 Section B The US Magazine Publishing  
 Chapter 3 US Publishing Giants, Borders' Bankruptcy, and the UK Publishing Added Value  
 Section A Top Ten US Publishers and Borders' Bankruptcy  
 Section B The Added Value of the UK Publishing Industry  
 Chapter 4 Random House Inc. and Hachette's Environmental Policy  
 Section A Random House Inc. and Its Publishers  
 Section B Hachette UK's Environmental and Ethical Policy  
 Introduction  
 Chapter 5 The Consolidation and Structure of the Publishing Industry  
 Section A Consolidation in the Publishing Industry  
 Section B Structure of the UK Publishing Industry  
 Part Two West Publishing Education  
 Chapter 6 Graduate Programs in Publishing in the UK and the US.  
 Section A MA in Publishing in the UK  
 Section B NYU MS in Publishing and Description of Its Core Courses  
 Chapter 7 Certificate and Undergraduate Programs in the US.  
 Section A Columbia Publishing Course-  
 Section B New York University Undergraduate Programs in Publishing  
 Part Three Electronic Publishing and Future Trends  
 Chapter 8 Electronic Publishing and Ways of Reading  
 Section A Electronic Publishing  
 Section B How We Read Now  
 Chapter 9 Book Production and iPad-  
 Section A Print Isn't Dead-Finds Bowker's Book Production Report  
 Section B iPad Goes Global  
 Chapter 10 Future Trends, Challenges, and Opportunities  
 Section A Yale Publishing Course Participants Get a Look into the Industry's Future  
 Section B Challenges and Opportunities the UK Publishing Industry Faces  
 Key to Reading Comprehension Questions

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>