

# 《西方出版概要》

## 图书基本信息

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## 内容概要

苏世军、张养志主编的《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专业人士的业务参考书。

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## 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

## 精彩短评

- 1、每日翻译最佳两头抓

# 《西方出版概要》

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