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Ted Striphas

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Ted Striphas : The Late Age of Print: Everyday Book Culture from Consumerism to Control before purchasing it in order to gage whether or not it would be worth my time, and all praised The Late Age of Print: Everyday Book Culture from Consumerism to Control:

0 of 0 people found the following review helpful. Four StarsBy Cheyenne BlackShould be required reading for every course on publishing.3 of 8 people found the following review helpful. For anyone with an interest in books or book

cultureBy Rusty MartinI thought that the subject matter might be a bit dry, but Striphas is an engaging author and this delightful read is full of interesting information about how we consume books.6 of 6 people found the following review helpful. A guided tour of booklandBy S. Smith-PeterThis interesting and insightful book is a guided tour of the production and distribution of texts in the late age of print. After an introduction that is probably best skipped if you are a general reader, Striphas begins with a concrete investigation into how e-books are produced and disseminated. Striphas might say that people make books, but not in the circumstances of their own choosing. Throughout the work, he is interested in the larger context and avoids jeremiads about the death of the book, authenticity and so on. In the chapter on e-books, he gets into the technological and legal changes that were necessary for the creation of e-books. In the next chapter, he argues that big box bookstores may not be killing small independent bookstores and that in some cases (he uses Durham, NC as an example) they may actually be used as part of an attempt to redress long-standing racial inequalities. A chapter on and internet distribution, which deserves to be widely read, includes a fascinating history of the ISBN. Did you know that the 978 prefix stands for Bookland, the mythical country from whence all books hail?My favorite chapter, though, is the last one, on Harry Potter. Here, he uses the concept of transfiguration, first elaborated by J.K. Rowling, to trace how Harry Potter has changed when translated (not always in authorized ways) into Chinese, Russian, Belarusian and other languages. This is a real tour de force and worth getting the book for. A conclusion restates the themes of the chapters but doesn't add much new.This is an excellent investigation of new trends in book publishing, distribution and partly on reception. I would definitely recommend it to those interested in those topics.

Ted Striphas argues that, although the production and propagation of books have undoubtedly entered a new phase, printed works are still very much a part of our everyday lives. With examples from trade journals, news media, films, advertisements, and a host of other commercial and scholarly materials, Striphas tells a story of modern publishing that proves, even in a rapidly digitizing world, books are anything but dead. From the rise of retail superstores to Oprah's phenomenal reach, Striphas tracks the methods through which the book industry has adapted (or has failed to adapt) to rapid changes in twentieth-century print culture. Barnes Noble, Borders, and Amazon.com have established new routes of traffic in and around books, and pop sensations like Harry Potter and the Oprah Book Club have inspired the kind of brand loyalty that could only make advertisers swoon. At the same time, advances in digital technology have presented the book industry with extraordinary threats and unique opportunities. Striphas's provocative analysis offers a counternarrative to those who either triumphantly declare the end of printed books or deeply mourn their passing. With wit and brilliant insight, he isolates the invisible processes through which books have come to mediate our social interactions and influence our habits of consumption, integrating themselves into our routines and intellects like never before.