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Giles Clark, Angus Phillips



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Artificial Intelligence in Marketing K. Sudhir, Olivier Toubia, 2023-03-13 Review of Marketing Research pushes the boundaries of marketing broadening the marketing concept to make the world a better place Here leading scholars explore how marketing is currently shaping and being shaped by the evolution of Artificial Intelligence AI **Inside Book Publishing** Giles Clark, Angus Phillips, 2014-06-27 Now in its fifth edition Inside Book Publishing remains the classic introduction to the book publishing industry being both a manual for the profession for over two decades and the bestselling textbook for students of publishing This new edition has been fully updated to respond to the rapid changes in the market and technology Now more global in its references and scope the book explores the tensions and trends affecting the industry including the growth of ebooks self publishing and online retailing and new business models and workflows The book provides excellent overviews of the main aspects of the publishing process including commissioning product development design and production marketing sales and distribution The book remains essential reading for publishing students those seeking a career in publishing recent entrants to the industry and authors seeking an insider's view The accompanying website supports the book by providing up to date and relevant content [Inside Book Publishing](#) Angus Phillips, Giles Clark, 2019-08-09 Now fully revised and updated for its sixth edition Inside Book Publishing is the classic introduction to the book publishing industry Giles Clark and Angus Phillips offer authoritative coverage of all sectors of the industry from commercial fiction and non fiction to educational publishing and academic journals They reveal how publishers continue to adapt to a fast changing and highly interconnected world in which printed books have proved resilient alongside ebooks and the growth of audio Major themes are explored including the development of digital products and the use of social media in book marketing as well as those that affect publishers businesses such as the rise of internet retailing rental models for student textbooks and open access where academic content is free to the user Case studies from industry experts give fascinating perspectives on topics such as crowdfunding self publishing and how authors can market themselves The book provides excellent overviews of the main aspects of the publishing process commissioning authors product development design and production marketing sales and distribution As a manual for those in the profession and a guide for the potential publishers of the future Inside Book Publishing remains a seminal work for anyone with an interest in the industry It will also be of interest to authors seeking an insider's view of this exciting industry [American Business Since 1920](#) Thomas K. McCraw, William R. Childs, 2017-11-30 Tells the story of how America's biggest companies began operated and prospered post World War I This book takes the vantage point of people working within companies as they responded to constant change created by consumers and technology It focuses on the entrepreneur the firm and the industry by showing from the inside how businesses operated after 1920 while offering a good deal of Modern American social and cultural history The case studies and contextual chapters provide an in depth understanding of the evolution of American management over

nearly 100 years American Business Since 1920 How It Worked presents historical struggles with decision making and the trend towards relative decentralization through stories of extraordinarily capable entrepreneurs and the organizations they led It covers Henry Ford and his competitor Alfred Sloan at General Motors during the 1920s Neil McElroy at Procter Ferdinand Eberstadt at the government s Controlled Materials Plan during World War II David Sarnoff at RCA in the 1950s and 1960s and Ray Kroc and his McDonald s franchises in the late twentieth century and early twenty first and more It also delves into such modern success stories as Amazon com eBay and Google Provides deep analysis of some of the most successful companies of the 20th century Contains topical chapters covering titans of the 2000s Part of Wiley Blackwell s highly praised American History Series American Business Since 1920 How It Worked is designed for use in both basic and advanced courses in American history at the undergraduate and graduate levels

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