



## Series of textbooks of the theory and practice of Western editing and publishing (English): West Publishing Industry Management(Chinese Edition)

By LI JING JING. SU SHI JUN . ZHANG YANG ZHI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 211 Language: Chinese in Publisher: People's University of China Press series of textbooks of the theory and practice of Western editing and publishing (English): Western Publishing Industry Management describes the basic doctrine of the Western publishing industry management and principle. the relationship between the publishing company organizational structure. management responsibilities. the company on the lower level between and parallel level. changes in the pattern of technological innovations and publishing management. digital publishing and traditional publishing integration management mechanism. which outlines the contemporary Western complete picture of the publishing industry management. Western editing and publishing the Theory and Practice (English) textbook series: the preparation of the basic principles of Western Publishing Industry Management is published by prominent Western integration of the core values ??of education and practice of organic. Suitable for our editing and publishing professional or related media class undergraduate and graduate business reference books can also be used as our publishing and related industries professionals. Contents: Part One Management of Publishing Industry in General Chapter 1 Publishing Management Theory and Practice Section A Strategic...



[READ ONLINE](#)  
[ 8.51 MB ]

### Reviews

*Here is the greatest pdf i have got read through till now. It typically will not charge excessive. You wont really feel monotony at anytime of the time (that's what catalogs are for concerning when you question me).*

-- **Eulalia Langosh**

*Very good e-book and valuable one. It really is packed with knowledge and wisdom I am just very easily could possibly get a satisfaction of reading a created pdf.*

-- **Walton Haag**