

Innovation, Management and Trends of the Book Market

by Paulo Faustino



Review by Fulvia Santovito

The introduction of electronic books and digital libraries, the diffusion of technologies such as electronic paper and ink and the popularity of reading devices such as Amazon's Kindle have changed our reading habits and the book market itself. The publishing world is starting to situate itself within the revolutionary conditions of doing business. The magnitude and impact of this situation is comparable to the invention of the press, and the professionals weren't ready for this revolution. **Innovation, Management and Trends of the Book Market** tries to answer a number of questions the new reality poses to the industry: Where's the book market heading? What is the most significant threat? Do new technologies represent a danger to the culture of reading or an opportunity (or both)? What competencies do we need to continue writing, publishing, and especially reading?

This book addresses those issues and considers what needs to be done for the book market to survive and modernise itself. It is a guide on the economy of publishing and the dynamics in the media; management, organization and human capital; improvement on communication, using the case study of Harry Potter; and the importance of distributors and sellers in this new era. Finally, it reflects on the new challenges to be faced and how new technologies can be used in favor of the publishing world, which strategies must be undertaken to strengthen the market.

One specific feature that emerges from this volume is that it effectively destroys a large number of myths regarding the technological innovation. Pragmatism and common sense shape Paulo Faustino's reflections - a quality rarely seen in the current debate concerning the 'print versus digital' debate - which avoids the extremes of Luddism or digital fundamentalism.

Because Paulo Faustino presents various perspectives, the reader will feel more guided in this world rather than forced into one way of thinking. The narrative is supported by practical cases, making Faustino's writing more effective.

This is a timely and compelling read for practitioners, academia and broader audiences, and will soon be published both in Portuguese, by Media XXI, and in English, by Cambridge Scholars Publishing.