

The Book Publishing Industry By Albert N. Greco

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http://www.tandfonline.com/doi/pdf/10.1207/s15327736me1203_1

found: The book publishing industry, 2013: ECIP t.p. (Albert N. Greco) data view (Professor of Marketing, Communications, and Media Management at Fordham University)

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Albert N. Greco is an expert on the publishing world who researches and teaches at the The Book Publishing Industry, 2nd edition (Mahwah, NJ: Lawrence
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Albert N. Greco is the author of The Book Publishing Industry (3.05 avg rating, 22 ratings, 1 review, published 1996), The Culture and Commerce of Publis
http://www.goodreads.com/author/show/258784.Albert_N_Greco

This volume provides an innovative and detailed overview of the book publishing industry, including details about the business processes in editorial, marketing and
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Publishing industry expert Albert N. Greco is in the process of writing a comprehensive history of the publishing industry since 1980, he said in an interview. "The
<http://observer.com/2007/11/book-biz-guru-al-greco-writing-a-history-of-the-industry-since-1980/>

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