

# The Book Publishing Industry By Albert N. Greco

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About the Author. Albert N. Greco is Professor of Marketing, Communications, and Media Management at Fordham University. Has published a variety of books in the

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NEW YORK, NY 10023 . Albert N. Greco is a Professor of Marketing at Fordham University s His research specialties are the U.S. book publishing industry,

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Albert N. Greco is Professor of Marketing, Communications, and Media Management at Fordham University. He has published a variety of books in the publishing field

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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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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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