

Digital Disruption: are competitive forces in the book publishing marketplace contributing to the utility maximization of consumers' purchasing and price options for.

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## "Digital Disruption" : a publishing marketplace maximization of consumer utility for ebooks? : An analysis of the current publishing industry

Sedgwick, Donald

**Date:** 2012

**Type:** Text



### Abstract:

The proliferation of ebooks and ebook readers has altered the way consumers read and purchase books. This thesis examines the impact of digital disruption on the publishing industry and asks the question: "Are consumers being fairly served by the current publishing industry?" The thesis uses the "invisible hand" of economist Adam Smith to see if there is a natural environment for consumers. The thesis revolves around the question: "Is it possible to have a state of utility maximization sufficient competitive mechanisms to sustain the current publishing industry?" More broadly, is the current publishing industry sustainable?

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