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Non-traditional book publishing

Jana Bradley, Bruce Fulton, Marlene Helm, Katherine A. Pittner

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Abstract

Non-traditional book publishing, prospering on the Internet, now accounts for over eight times the output of traditional publishing. Non-traditional publishing includes books published by their authors and books representing the reuse of content, most of it not covered by copyright. The result is an heterogeneous, hyper-abundant contemporary book environment where the traditional mixes with the non-traditional and finding books that match a reader's taste is more difficult than previously and may involve new methods of discovery.

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