



## **The Content Machine : Towards a Theory of Publishing from the Printing Press to the Digital Network**

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# The Content Machine : Towards a Theory of Publishing from the Printing Press to the Digital Network

*Michael Bhaskar*

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226 pages

Revue de presse

In his bold and innovative book Michael Bhaskar tackles some of the big questions that surround publishing. He takes the reader on a quest for a unified theory of publishing, arriving at the Content Machine, which takes account of both its history and the challenges it faces from digital media. --Angus Phillips, Director, Oxford International Centre for Publishing Studies

Michael Bhaskar brings his considerable experience as a digital publishing professional to inform a fascinating theory of publishing with broad historical scope. --Dan Franklin, Digital Publisher, Random House Group

'Bhaskar takes us on a fascinating journey that ultimately leads us to question in whose hands the future of publishing will lie. José Afonso Furtado, Catholic University of Portugal An insightful, enjoyable and fresh contribution to the noisy debate on publishing's future. --Stephen Page, CEO and Publisher, Faber & Faber

Scholarly yet utterly lucid, the dazzling generosity of Bhaskar's historical reference is matched by his incisive understanding of contemporary challenges. --Alex Butterworth, Founder/Managing and Creative Director, Amblr

'Bhaskar takes us on a fascinating journey that ultimately leads us to question in whose hands the future of publishing will lie. José Afonso Furtado, Catholic University of Portugal An insightful, enjoyable and fresh contribution to the noisy debate on publishing's future. --Stephen Page, CEO and Publisher, Faber & Faber  
Présentation de l'éditeur

This ground-breaking study, the first of its kind, outlines a theory of publishing that allows publishing houses to focus on their core competencies in times of crisis. Tracing the history of publishing from the press works of fifteenth-century Germany to twenty-first-century Silicon Valley, via Venice, Beijing, Paris and London, and fusing media theory and business experience, The Content Machine offers a new understanding of content, publishing and technology, and defiantly answers those who contend that publishing has no future in a digital age. Biographie de l'auteur

Michael Bhaskar is a digital publisher, researcher and writer based in London.

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