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J. M. Hawker

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CAPITAL LETTERS

The Economics of Academic Bookselling

J. M. Hawker

Blackwell Bookshop, Edinburgh



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The Economics of Academic Bookselling

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ABSTRACT: Academic bookselling inhabits a landscape fundamentally impacted by legislative and political pressure, colonised by new textual forms and new publishing ventures, experiencing constant change. *Capital Letters* defines the academic bookshop, text, and market, examining change drivers in the UK, the United States and Asia. Drawing on current research, inclusive of commercial publishers and publishing interest groups, *Capital Letters* also includes quantitative and qualitative research data from academic booksellers. In evaluating the response of academic bookshops to the changing landscape, *Capital Letters* argues that academic booksellers can understand, shape, and lead a sustainable and equitable future for academic text within the marketplace.

KEYWORDS: academic bookselling, bookshops, retail, textbooks, publishing

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