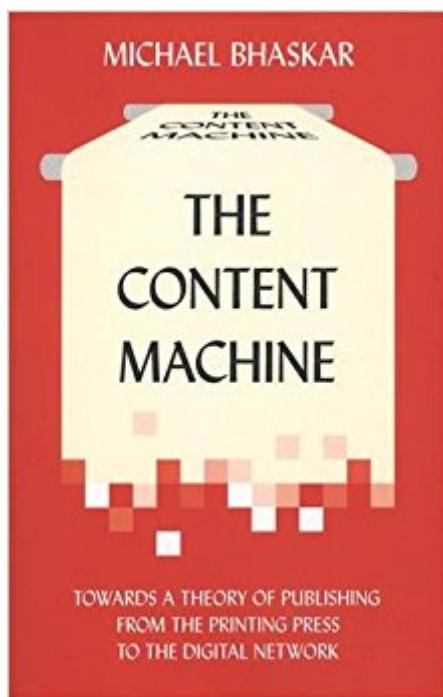


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# The Content Machine: Towards A Theory Of Publishing From The Printing Press To The Digital Network (Anthem Publishing Studies)



## Synopsis

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.

## Book Information

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[A] sophisticated approach to what most interested readers would agree is an exceptionally daunting task. The book is detail-rich but capacious in its selection of examples and its synthesis of what the author argues are the essential elements tying together publishing circumstances that many might consider discrete or incompatible. [Bhaskar] Bhaskar's treatment of familiar problematics [is] refreshingly well-reasoned and well-argued. Aaron McCollough, *Journal of Electronic Publishing*

Bhaskar shows you not just where publishing's going but where publishing went while we were all sleepwalking. The definitive guide to the bleak yet fascinating future of books. Michael Levin, CEO, *New York Times*

BusinessGhost.com  
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  
Scholarly yet utterly lucid, the dazzling generosity of Bhaskar's historical reference is matched by his incisive understanding of contemporary challenges.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, Ambler  
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.  
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