



Special Guest Lecture

The School of Library and Information Science invites you to:

"The U.S. Book Publishing Industry: 2006-2011"

A Colloquium with Professor Albert N. Greco
Graduate School of Business Administration
Fordham University

Where: CUA, 132 Marist Hall (Information Commons)

When: Wednesday, November 12, 2008, 4:15 p.m.

About the Speaker:

Albert N. Greco is the author or editor of nine scholarly books, including *The Culture and Commerce of Publishing in the 21st Century* (Stanford University Press; 2007), which was awarded the Alpha Sigma Nu Award for the best new professional (business) book published in the last three years. He is completing *The State of Scholarly Communication: Challenges and Opportunities* (Transaction), which he edited and will be published in 2009. He is the author or co-author of sixteen scholarly journal articles; and his papers have been presented at Harvard, Oxford, Cambridge, The Library of Congress, The World Bank, etc.

Abstract:

this presentation will provide a timely assessment of current trends and forecasts, including:

1. The state of the U.S. book Industry 2006-2011 (revenues; units; consumer expenditures);
2. A review of the trade and juvenile book categories, including where people buy books and what influences their decisions;
3. the transformation of the book industry from print to digital products; data on e-Book sales; library book purchases; and 4. an update on "market anomalies" that could impact consumers and the book industry in 2009-2012.

For further information contact David Shumaker, Clinical Associate Professor,
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Note regarding accommodations: Please contact David Shumaker by Nov. 7 to request accommodations for individuals with disabilities. This includes the need for materials in an alternative format (i.e. large print or Braille), Sign Language Interpreters, accessible seating, and parking information.