



# The Late Age of Print: Everyday Book Culture from Consumerism to Control

*Ted Striphas*

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## **The Late Age of Print: Everyday Book Culture from Consumerism to Control** Ted Striphas

Ted Striphas argues that, although the production and propagation of books have undoubtedly entered a new phase, printed works are still very much a part of our everyday lives. With examples from trade journals, news media, films, advertisements, and a host of other commercial and scholarly materials, Striphas tells a story of modern publishing that proves, even in a rapidly digitizing world, books are anything but dead.

From the rise of retail superstores to Oprah's phenomenal reach, Striphas tracks the methods through which the book industry has adapted (or has failed to adapt) to rapid changes in twentieth-century print culture. Barnes & Noble, Borders, and Amazon.com have established new routes of traffic in and around books, and pop sensations like *Harry Potter* and the Oprah Book Club have inspired the kind of brand loyalty that could only make advertisers swoon. At the same time, advances in digital technology have presented the book industry with extraordinary threats and unique opportunities.

Striphas's provocative analysis offers a counternarrative to those who either triumphantly declare the end of printed books or deeply mourn their passing. With wit and brilliant insight, he isolates the invisible processes through which books have come to mediate our social interactions and influence our habits of consumption, integrating themselves into our routines and intellects like never before.

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Spent a free time to be fun activity to try and do! A lot of people spent their leisure time with their family, or their very own friends. Usually they doing activity like watching television, planning to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? May be reading a book could be option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the e-book untitled The Late Age of Print: Everyday Book Culture from Consumerism to Control can be great book to read. May be it might be best activity to you.

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