



# **Newspaper Publishing Industry, The: (Part of the Allyn & Bacon Series in Mass Communication)**

*Robert G. Picard, Jeffrey H. Brody*

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This book is designed to provide readers who are interested in newspapers a primer through which they can gain a better understanding of the industry. The book attempts to place social, technological, and economic changes and effects into a context so that readers gain insight into the industry's current situation and its prospects for the future. This book is divided into three major sections. The first part presents an overview of the nature, scope, and roles of the newspaper industry. The second part of the book offers an overview of the operations of daily and weekly newspapers, focusing on the realities of the business and the process of producing a product that recreates itself daily. Part Three addresses issues that affect the newspaper industry's future. For professionals working in the newspaper publishing industry.

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