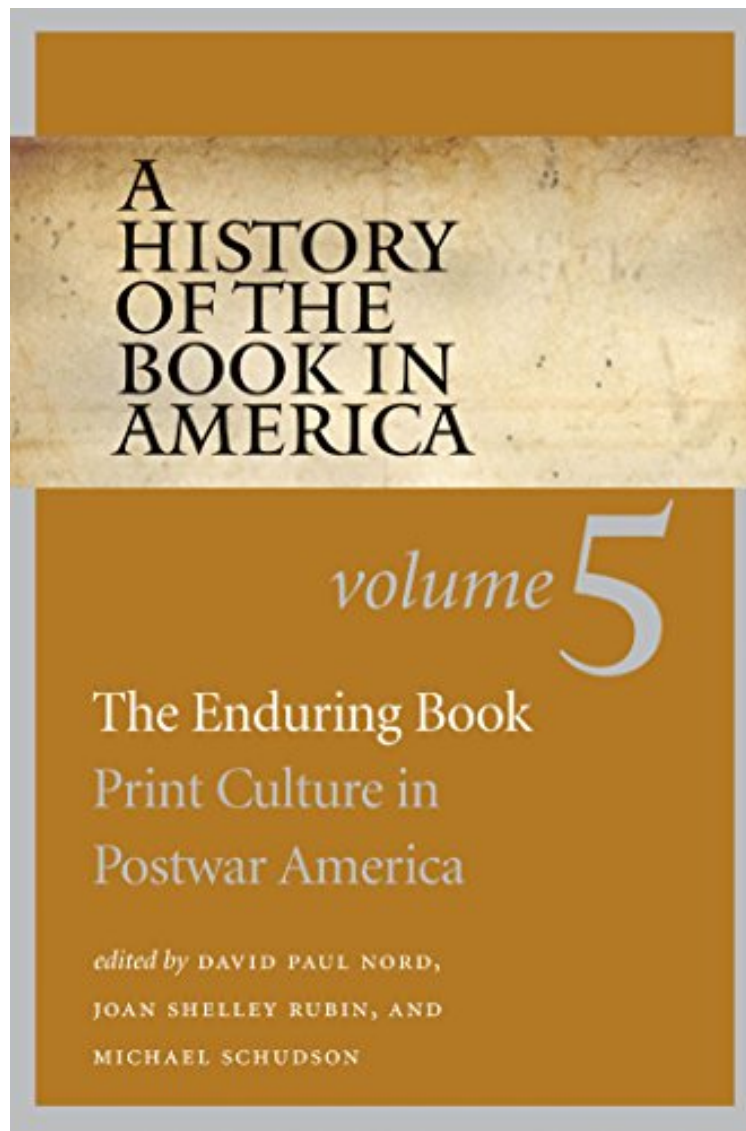


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The fifth volume of *A History of the Book in America* addresses the economic, social, and cultural shifts affecting print culture from World War II to the present. During this period factors such as the expansion of government, the growth of higher education, the climate of the Cold War, globalization, and the development of multimedia and digital technologies influenced the patterns of consolidation and diversification established earlier. The thirty-three contributors to the volume explore the evolution of the publishing industry and the business of bookselling. The histories of government publishing, law and policy, the periodical press, literary criticism, and reading--in settings such as schools, libraries, book clubs, self-help programs, and collectors' societies--receive imaginative scrutiny as well. The *Enduring Book* demonstrates that the corporate consolidations of the last half-century have left space for the independent publisher, that multiplicity continues to define American print culture, and that even in the digital age, the book endures. Contributors: David Abrahamson, Northwestern University; James L. Baughman, University of Wisconsin-Madison; Kenneth Cmiel (d. 2006); James Danky, University of Wisconsin-Madison; Robert DeMaria Jr., Vassar College; Donald A. Downs, University of Wisconsin-Madison; Robert W. Frase (d. 2003); Paul C. Gutjahr, Indiana University; David D. Hall, Harvard Divinity School; John B. Hench, American Antiquarian Society; Patrick Henry, New York City College of Technology; Dan Lacy (d. 2001); Marshall Leaffer, Indiana University; Bruce Lewenstein, Cornell University; Elizabeth Long, Rice University; Beth Luey, Arizona State University; Tom McCarthy, Beirut, Lebanon; Laura J. Miller, Brandeis University; Priscilla Coit Murphy, Chapel Hill, N.C.; David Paul Nord, Indiana University; Carol Polsgrove, Indiana University; David Reinking, Clemson University; Jane Rhodes, Macalester College; John V. Richardson Jr., University of California, Los Angeles; Joan Shelley Rubin, University of Rochester; Michael Schudson, University of California, San Diego, and Columbia University; Linda Scott, University of Oxford; Dan Simon, Seven Stories Press; Ilan Stavans, Amherst College; Harvey M. Teres, Syracuse University; John B. Thompson, University of Cambridge; Trysh Travis, University of Florida; Jonathan Zimmerman, New York University

Certain to become required reading for anyone interested in books, book publishing, and/or print culture in postwar America. . . . This one's definitely a keeper." --Publishing Research Quarterly
What the *History of the Book* series shows so clearly is that the world we know, the communities to which we already belong, are reified and reinforced by books. Such is the incredible and incredibly flexible power of this primitive technology. Behold the book: It is limited but perfect.--*Humanities* magazine
A very readable and insightful account. . . . This volume and the series will be standards for a long time. . . . Essential.--*Choice*
Magisterial scholarship, compelling writing, and extraordinary rangehellip;;*The Enduring Book* functions successfully on a number of intellectual scales. Scholars interested in American print culture will find this book invaluable.--*The Journal of American History*
A model of scholarly publication and institutional cooperation. . . . A timely achievement and a great one. . . . Without university presses, we would still be waiting for HBA.--*Journal of Scholarly Publishing*
Underscoring the centrality of the book and print in modern American culture, this impressive volume makes a significant contribution not only to the history of the book but also to postdash;World War II American cultural history. It is a great resource for cultural historians, a repository of information and analytic insight on the many topics covered, and a valuable reference work.--Paul S. Boyer, Professor of History Emeritus, University of Wisconsin-Madison
About the Author
David Paul Nord is professor of journalism and adjunct professor of history at Indiana University. He is author of *Faith in Reading: Religious Publishing and the Birth of Mass Media in America*.
Joan Shelley Rubin is professor of history at the University of Rochester. She is author of *Songs of Ourselves: The Uses of Poetry in America*.
Michael Schudson is professor of communication at the University of California, San Diego and at the Graduate School of Journalism, Columbia University. He is author of *Why Democracies Need an Unlovable Press*.