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booksellers. Each
comprise a link of the
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Book publishers are
“ merchants of
culture ” and exert an
enormous impact on
society. Yet few people
know how publishing
makes a profit and how
social, economic and
cultural forces prompt

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the industry to serve an
ever-changing audience.

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editors, and others to
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to connect with writers of
the past, to the bars and
cafés where today's
authors give readings,
and to those sites that are
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John Thompson's
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the roles of publishers,
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Britain, charting their
transformation since the
1960s. Offering an in-
depth analysis of how the
digital revolution is
changing the game today,

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Merchants of Culture is the one book that anyone with a stake in the industry needs to read.

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on Apple Books

This may sound offputtingly dry, but Merchants of Culture is enlivened by pseudonymous interviewees who are remarkably and

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tantalisingly candid;
which publisher, you
wonder, confessed to
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Merchants of Culture by
John B Thompson –
review ...

The point of Merchants
of Culture is to explain
the context of such a
deal. Thompson
identifies three key
changes affecting

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Culture: The Publishing Business In The Twenty-First Century

publishing and explores their effect on the way the industry operates. First, there is the polarisation of sales channels that came with new bookshop chains in the 1980s, followed by supermarkets' rising market share of book sales and the arrival of Amazon.

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Merchants of Culture:

The Publishing ...

John B. Thompson,

University of Cambridge-

based sociologist and

author of Merchants of

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Business in the Twenty-

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trade paper, 2 nd Ed. [1

st US], April 2012) has

spent the last decade

making the book

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