

Reading Books in the Digital Age subsequent to Amazon, Google and the long tail.

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Abstract

Presenting a wide range of literature, this article explores the state of art in book research, paying particular attention to John B. Thompson's interpretation of digital transformations within the book industry, as depicted in *Books in the Digital Age* (2005). Claiming that Thompson's analyses are one-sided, the article applies alternative perspectives and a model of a text cycle, contending that the diminishing role of paper in text production and text distribution makes the dominant position of printed books particularly vulnerable to advances in digital reading technologies.

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