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Expone la situación en los mercados de Estados Unidos y Reino Unido, así como detalles pormenorizados de los mercados del libro digital que paulatinamente cobran forma en Europa, Brasil, China, India, Rusia y el mundo árabe.

Los capítulos temáticos tienen por objeto comentar con espíritu crítico las diversas políticas y las fuerzas clave, sobre todo en lo que atañe a los libros digitales más vendidos, y las políticas de precios en los mercados europeos, la autoedición, la normativa, la piratería y las actividades en expansión de los principales actores globales como Amazon, Apple, Barnes&Noble, Google y Kobo. Las estadísticas fundamentales sobre los mercados del libro digital más maduros en los Estados Unidos y en Reino Unido sirven como puntos de referencia para ayudar a evaluar los datos del resto de los mercados.

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