

THE DISRUPTION, DIVERGENCE AND DIGITALISATION OF BOOKS . A CASE STUDY OF THE NORWEGIAN Publishing Industry

[Øiestad, Sara](#)

Master thesis

View/Open

 [DDDBooks.pdf \(496.4Kb\)](#)

Year

2011

Permanent link

<http://urn.nb.no/URN:NBN:no-30705>

Metadata

[Show metadata](#)

Appears in the following Collection

[Senter for teknologi, innovasjon og kultur \[527\]](#)

Abstract

Like many other creative industries, the book publishing industry is experiencing a shift away from the physical into the digital. This fundamental change impels firms to examine their products and competences, and look at how they stand in relation to the new technology. Through a case study of Norway's three largest book publishers; Gyldendal, Aschehoug and CappelenDamm, this thesis investigates how the Norwegian publishing industry think of, and respond to, the internet paradigm, high uncertainty and digitalisation. The data collection is based on semi-structured interviews with managers from both educational and general departments, and so reflects on both these markets, and their relation.

The thesis finds that publishers in Norway have come relatively far in developing digital pilot products and distribution-systems. However, this technology-push approach is hindered by the lack of a dominant design. Diverging formats and aims have created an uneven knowledge uptake, and resulted in a split between educational and general literature markets. This divergence is enhanced by the educational system, which has taken on a lead user role. In addition, the internet technology imposes social and cultural values that go against the grain of existing business models and established industry networks, and as such still represents a significant challenge for individual firms and the industry.



Responsible for this website
University of Oslo Library

Contact Us
duo-hjelp@ub.uio.no

[Privacy policy](#)

Books shelved as digitalization: Platform Scale: How an emerging business model helps startups build large empires with minimum investment by Sangeet Pau... The 20 Key Technologies of Industry 4.0 and Smart Factories The Road to the Digital Factory of the Future: The Road to the Digital Factory of the Future (Paperback) by Fran Yáñez. (shelved 1 time as digitalization) avg rating 3.00 — 1 rating — published. PDF | Digitalization confronts organizations with huge challenges and opportunities. With all economic and societal sectors being affected by emerging | Find, read and cite all the research you need on ResearchGate. These cases stem from various industries and countries, covering the many facets that digitalization may have. Structuring the field of digitalization along the enterprise architecture. ... Figures - uploaded by Nils Urbach. Author content. 1. The Impact of Digitalization – and Motivation for this Book... Digitalization reflects the adoption of digital technologies in business and society. as well as the associated changes in the connectivity of individuals, organizations, and objects (Gartner 2016; Gimpel et al. 2018). While digitization covers the. The Book Publishing Industry focuses on consumer books (adult, juvenile, and mass market paperbacks) and reviews all major book categories to present a comprehensive overview of this diverse business. In addition to the insights and portrayals of the U.S. publishing industry, this book includes an appendix containing historical data on the industry from 1946 to the end of the twentieth century. The study of intellectual property law is often an intimidating and daunting task because of rapidly changing caselaw and statutory developments. The field is less overwhelming once it is broken down into its component parts – copyright, trademark, patent, and trade secret – but a good book is necessary to provide a roadmap to path of the intellectual property law. Technovation Special Issue : Digitalization, Disruption, Technological Changes and the New Frontiers of Entrepreneurship. Guest Editors Entrepreneurship is a multidisciplinary research field whose primary object of study is the process of the creation, identification and exploitation of opportunities and how these opportunities are transformed into new products, services and businesses that create wealth and contribute to economic development (Shane & Venkataraman, 2000). The digital transformation of business models in the creative industries: A holistic framework and emerging trends. Technovation (In press). doi.org/10.1016/j.technovation.2017.12.004. Nambisan, S. (2017). Following the

digitalization paradigm shift in the construction industry, the aforementioned contractor sought to digitally transform existing flows, processes and tools, as part of its operational strategy. This course of action included PS, which was digitalized in 2017 via cloud applications seeking to optimize its performance, increase scheduling availability, and facilitate the question-answer handling outside of the PS physical project space. The research involves a case study of 12 years of telemedicine use in a Swedish county. These results are compared with contemporary BIM studies. The overall conclusion is that the use of technology is heavily shaped by the sensemaking of significant actor groups.