



The New Medium of Print: Material Communication in the Internet Age (Printing Industry Center)

Frank Cost

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The New Medium of Print: Material Communication in the Internet Age surveys current uses of print media and constructs a new model for understanding the role of print in the networked digital world. Cost writes, "We are witnessing the emergence of a new medium of print made possible by digital printing, the Internet, and the global infrastructure that enables high-speed digital communications, customization and targeted distribution." This book sets forth a paradigm for how these print products and their markets will transform as a result of the digital era. It is an essential text for industry and education professionals and students, as well as those who are simply curious about how printed products are manufactured today.

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