

**INOVAÇÃO, GESTÃO, MARKETING E TENDÊNCIA
NO MERCADO DO LIVRO**
by Paulo Faustino

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PAULO FAUSTINO

This work, by Paulo Faustino, makes us rethink the current paradigm of books. Nowadays, available not only in the physical shape, but they are vastly available in virtual platforms. It means that digital platforms have become primary means of distribution/acquisition.

It is not the first, nor shall it be the last time someone wonders what the future of books will be. As Fernanda Ribeiro says in the Preface, the book is the “Vehicle for information and knowledge, an object of culture, work, and leisure”. However, today, the book she is talking about is fabricated at an industrial level with a seemingly merely lucrative purpose. This is the battle we face, for demand is transforming precisely due to the definition of the book Fernanda Ribeiro presented.

Due to this transformation, Dr. Paulo Faustino intends to expose the functioning of the gears behind a book production until its effective publication. By doing this and looking at the technological world that is its context, its environment, it's inevitable to also approach the necessary adaptation and innovation within the sector.

Dr. Paulo Faustino makes sure the reader understands all cycles of book production: editorial management; production; marketing; business models, and the innovation needed to create value within the book industry. For any book to be available in the market these steps are inevitable

Furthermore, this book makes a prospective analysis of innovation in the book market and its adaptation to its current context. Hence, further studies are to be made, including book economy, publishers' management, the sector's main trends, new technologies, and digitalization. It also analyses the insertion of companies in the market and makes SWOT analyses.

For this study, Dr. Paulo Faustino focuses on the book sector in Portugal and Brazil. He makes a comparative analysis of the book demand, reading habits, and literacy, considering the offer and the economic-financial scenario.

Having said that, this is an exposé of a reality already here: the electronic book. And what does it mean, not only to the future of reading but also to the innovation necessary to apply in the industry?

A book in its digital form allows for a fragmented reading, and its digital storage diminishes, if not deletes, its value, making its essence purely ephemeral.

So, having said that all, this work assesses that the adaptation of the book to each sector of the chain which leads it to its publication, nowadays, is the success factor for a publisher.

Overall, Dr. Paulo Faustino is teaching us how to innovate the publishing sector in the digital era in the way books don't lose their importance and impact.

The English edition is due in the first quarter of 2022.