

TABLE OF CONTENTS

Acknowledgments	1
I. Introduction	2
II. New Directions: The Publishing Environment 1960 - 1980	4
1. The Search for New Directions in Literary Publishing	4
2. "Revolution" in Frankfurt	9
3. New Alternatives	17
4. Coping with Change	25
III. The Paperback: "Enfant terrible" or "Wunderkind"?	40
1. The Modern Paperback Emerges	40
2. Paperbacks Come of Age	49
IV. Literary Series: 1960 - 1980	55
1. A New Paperback Medium	55
2. The Role of the Series Within the Publishing House	65
3. The Series Concept	75
4. Series Economics	103
5. The Series Image: Marketing	112
6. Series Graphics	122
7. Book Reviews	130
8. Program Development	137
9. Series Trends: An Overview	143
V. The Series Editor: Interviews	147
1. Günther Busch	149
2. Klaus Wagenbach	153
3. Michael Krüger	156
4. Manfred Kluge	160
5. Thomas Beckermann	163
VI. Future Trends: Culture and Technology	167
VII. Notes	175
VIII. Bibliography	199
German Summary/Deutsche Zusammenfassung	207
Über den Autor	233