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Marc Edge

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## Greatly Exaggerated: The Myth of the Death of Newspapers

**Marc Edge : Greatly Exaggerated: The Myth of the Death of Newspapers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Greatly Exaggerated: The Myth of the Death of Newspapers:

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Pundits have long foretold the imminent death of print newspapers. These claims intensified with the rise of the internet and the recent financial crisis, but they've accompanied every media technological development of the past 100+ years: telegrams, radio, and television were all heralded as the final nail in the coffin, yet newspapers adapted and even thrived. And they're not going anywhere.In Greatly Exaggerated: The Myth of the Death of Newspapers,

Marc Edge dives deep into the history and finances of North American newspapers and media conglomerates, and comes up with a surprising conclusion: the newspaper business is far more healthy and profitable than believed. They've been roiled by greedy Wall Street investors, the doctrine of media "convergence," and of course the internet, but have proved remarkably resilient in the face of it all. *Greatly Exaggerated* is a thoroughly informative and entertaining look at one of our most important institutions, essential reading for journalists and newspaper readers in Canada and the US.

"A persuasive argument that newspapers are here to stay, though they'll likely be smaller and less influential than they once used to be... *Greatly Exaggerated* demonstrates why the death-of-newspapers meme plays into the hands of large media corporations." --Georgia Straight"*Greatly Exaggerated* offers a good history of how the newspaper industry has come to this crossroads. Edge is correct that newspapers have survived and, despite the predictions of their imminent demise, have made a profit on their operations." --Literary of Canada"By focusing on 'operating earnings,' Edge sought to distinguish between the revenues needed to handle day-to-day expenses and those required to cover interest payments on overwhelming debt, much of which was accrued in media acquisitions." --European Journalism Observatory

About the Author Marc Edge has been a reporter and editor for the Vancouver Province and the Calgary Herald, and a professor of journalism in Canada, the US, Fiji, and Singapore. His previous books include *Pacific Press*; *Red Line, Blue Line, Bottom Line*; and *Asper Nation*. He lives in Richmond, BC on his sailboat, *Markenurh*. Visit his blog, *Greatly Exaggerated*, to follow news and reviews about this book.