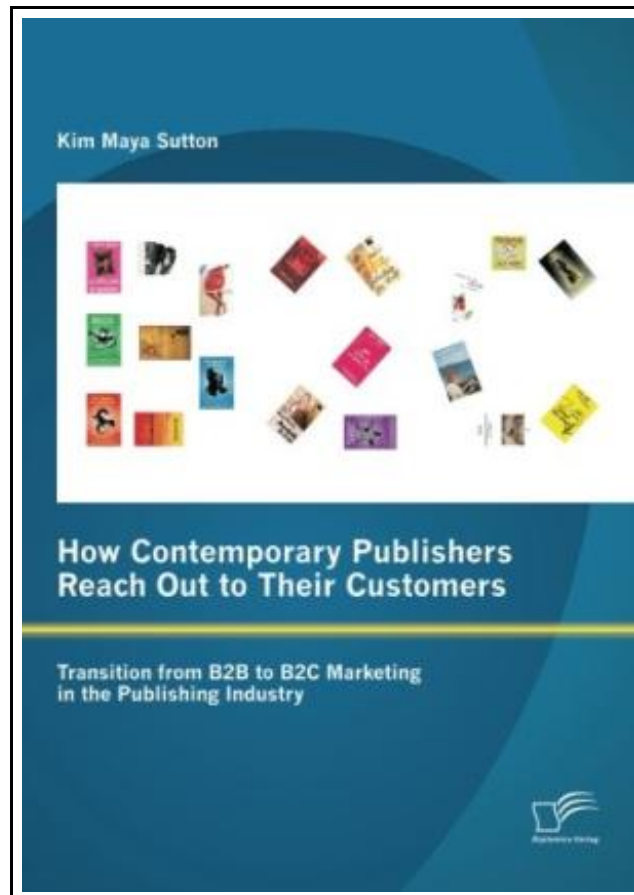


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HOW CONTEMPORARY PUBLISHERS REACH OUT TO THEIR CUSTOMERS: TRANSITION FROM B2B TO B2C MARKETING IN THE PUBLISHING INDUSTRY



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