



# **The Decline of the Daily Newspaper: How an American Institution Lost the Online Revolution (Digital Formations)**

*Keith L. Herndon*

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## **The Decline of the Daily Newspaper: How an American Institution Lost the Online Revolution (Digital Formations) Keith L. Herndon**

This book describes the failure of the once powerful U.S. newspaper industry to adapt in the online era. From a historical perspective the book examines the issues and forces that shaped the industry, during the formative years of the online era through to today's wireless-based marketplace, taking into account how consumers embraced interactivity and the ensuing emergence of user-generated content. Numerous examples critically detail how newspaper companies viewed online media forms, how they deployed them, and for what purpose. *The Decline of the Daily Newspaper* provides insight into how the decisions made in the early years of the online era have influenced the industry's current economic condition.

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