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called built-in obsolescence . Related Videos

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term for a number of very
different conditions, each of
which, I'd argue, demands
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In her book *Planned
Obsolescence: Publishing,*

*Technology, and the Future of
the Academy* she deftly
addresses the changes
"necessary to allow academic
publishing to flourish into
the future" and "the social,
intellectual, and
institutional changes that are
necessary to pave the way for
such flourishing." (p.10) It
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Planned Obsolescence is both a provocation to think more broadly about the academy's future and an argument for reconceiving that future in more communally-oriented ways. Facing these issues head-on,

Kathleen Fitzpatrick focuses on the technological changes—especially greater utilization of internet publication technologies, including digital archives, social networking tools, and multimedia—necessary to allow academic publishing to thrive into the future.

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Planned obsolescence, or built-in obsolescence, in industrial design and economics is a policy of planning or designing a product with an artificially limited useful life, so that it becomes obsolete after a certain period of time. The rationale behind this strategy is to generate long-

term sales volume by reducing the time between repeat purchases. Producers that pursue this strategy believe that the additional sales revenue it creates more than offsets the additional costs of research and deve
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Planned Obsolescence: Publishing, Technology, and the Future of the Academy. Sanford G. Thatcher (bio) Kathleen Fitzpatrick . Planned Obsolescence: Publishing, Technology, and the Future of the Academy New York: New York University Press, 2011. Pp. viii, 248. 16 illus. Cloth: ISBN 978-0-8147-2787-4, US\$75.00. ... The main question she addresses ...

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