

JONGDEE PIYASIRINON : PUBLICATION OF TEXTBOOKS BY PRIVATE PUBLISHERS  
IN BANGKOK METROPOLIS. THESIS ADVISOR : ASSO. PROF. KLOMCHIT PLYWEJ.  
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The objectives of this research is to study the major field of publications, the most popular education level published, as well as the publication process and its issues, of the publication of textbooks by private publishers in Bangkok Metropolis.

It is found that the most pronounce field of textbooks published is sociologies, which are mostly published for high school and graduate levels. The first proofing and binding are the steps utilized by all publishers, which there is only one publishers among the samples follows complete steps of processing. Low sale volumes is the most significant issue. However, the major issues suffer directly to publishing are high cost against possible low selling price.