



Whither eBooks: A Publisher's Prospective

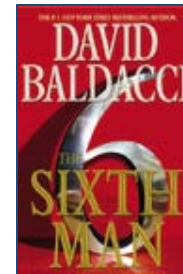
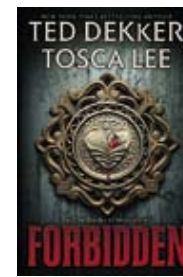
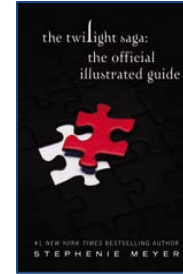
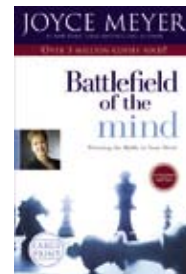
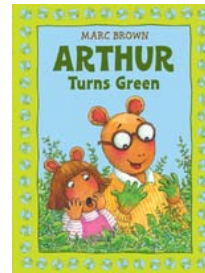
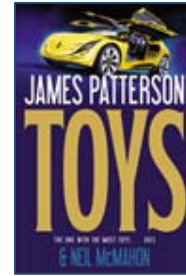
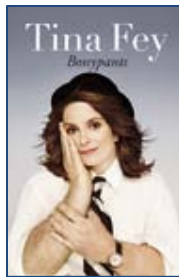
Phil Madans
Director of Publishing Standards & Practices
Hachette Book Group

*The Changing Standards Landscape
ALA, New Orleans 2011*

Hachette Book Group



LITTLE, BROWN AND COMPANY



GRAND CENTRAL PUBLISHING



LITTLE, BROWN AND COMPANY
BOOKS FOR YOUNG READERS



FOREVER



CENTER STREET

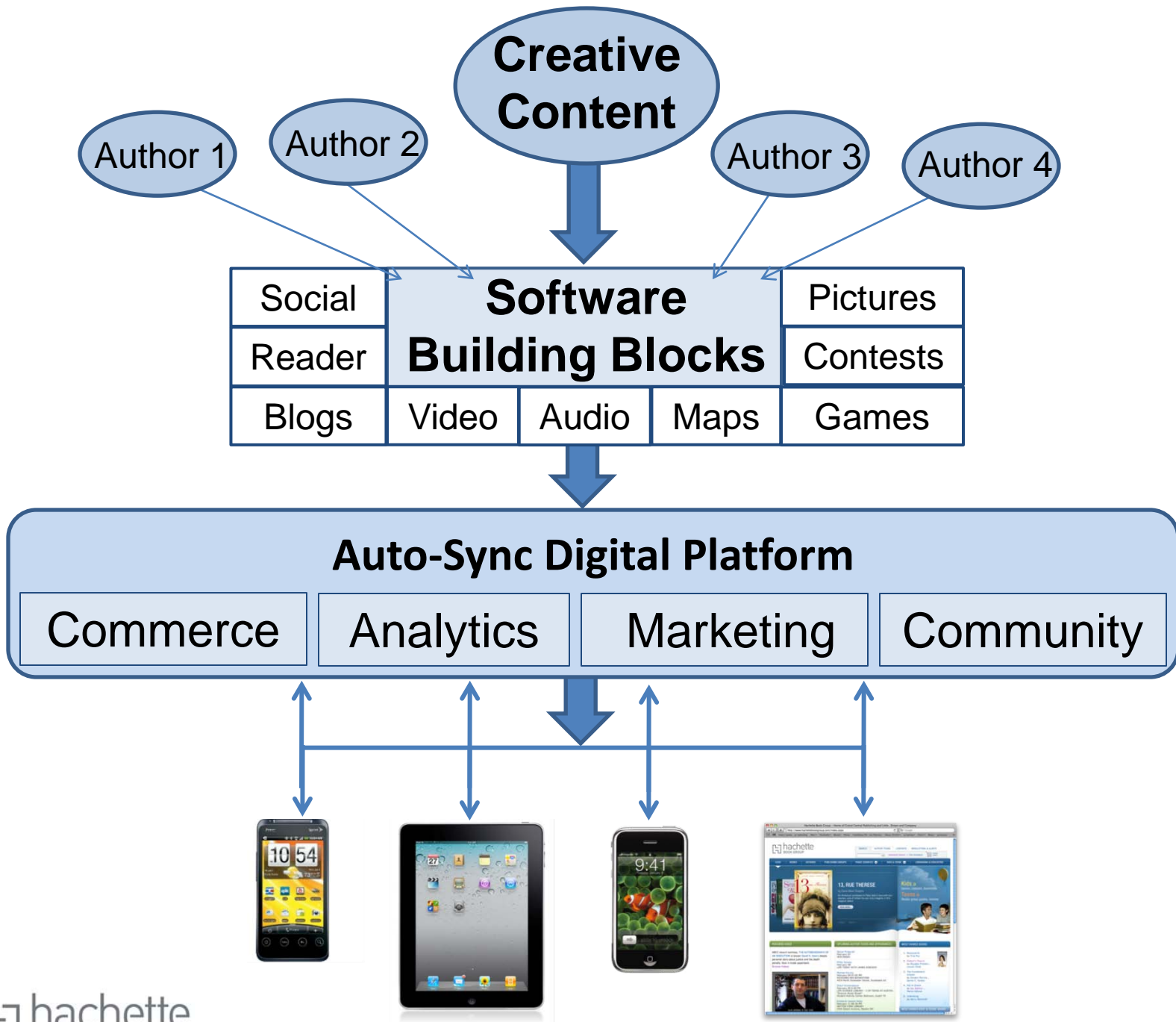




“Nothing endures but change.”
– Heraclitus

“Change is inevitable - except from
a vending machine.”

– Robert C. Gallagher





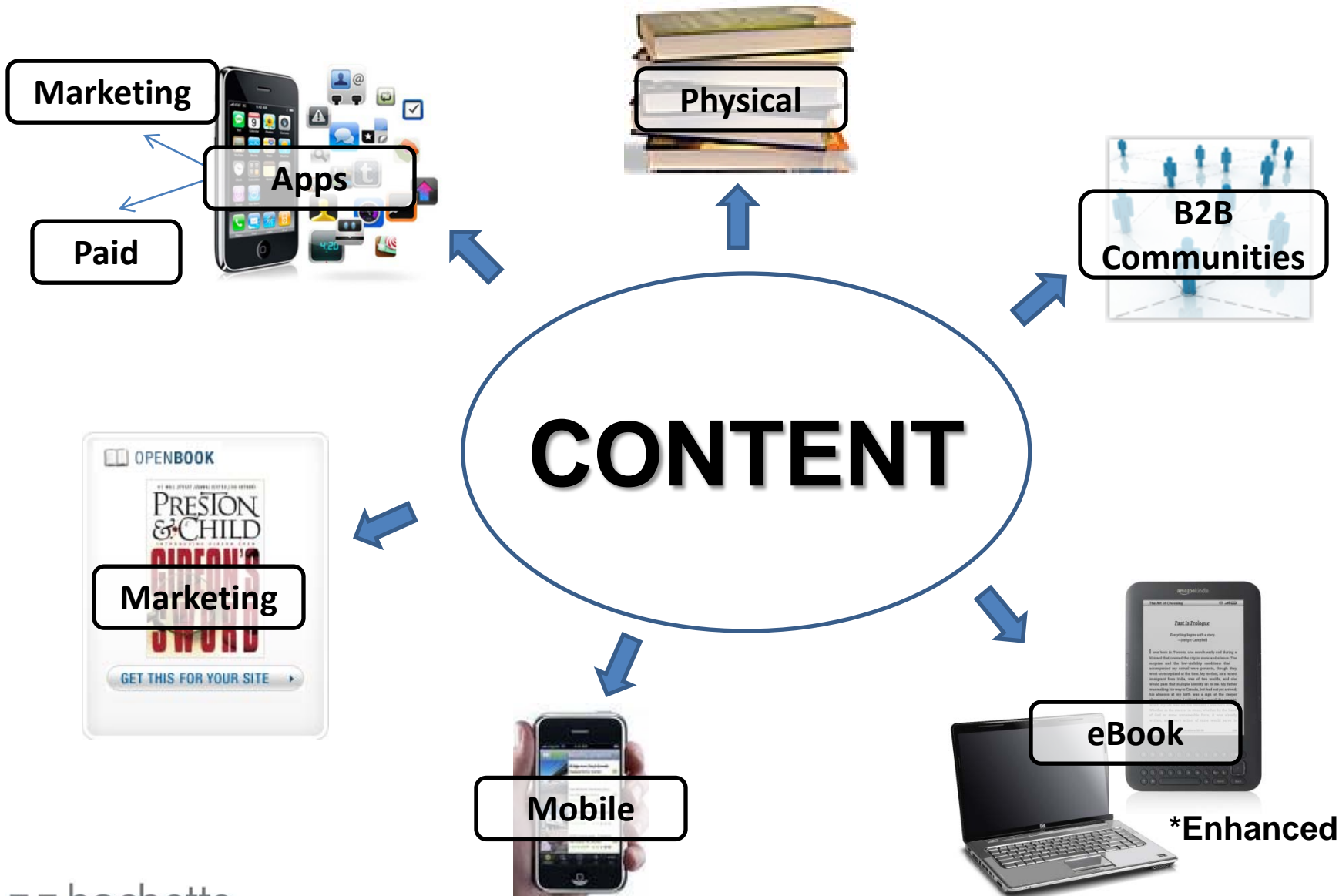
“Every time I find the meaning of life,
they change it.”

– Reinhold Niebuhr

Multipurpose

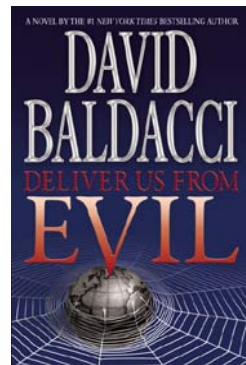
One, and only one, instance of content is stored in a digital format easily transformed into any number of products, physical or digital, at any time..or at the same time.

Create Content Once for All Forms of Consumption



Content Centric/Format Agnostic

Print/Product Centric



**Hardcover
(First Format)**



Paperback

Large Print

eBook

Digital Galley

Enhanced eBook

App

Content Centric/Format Agnostic

Content Centric



Content



Hardcover

Paperback

Large Print

eBook

Digital Galley

Enhanced eBook

App

Think Outside the Page

Content Creation

Content

Authoring

Editing

Describing

Content Creation

Content

Authoring

Editing

Describing

Multi-Product Delivery

Product

Formats

QA

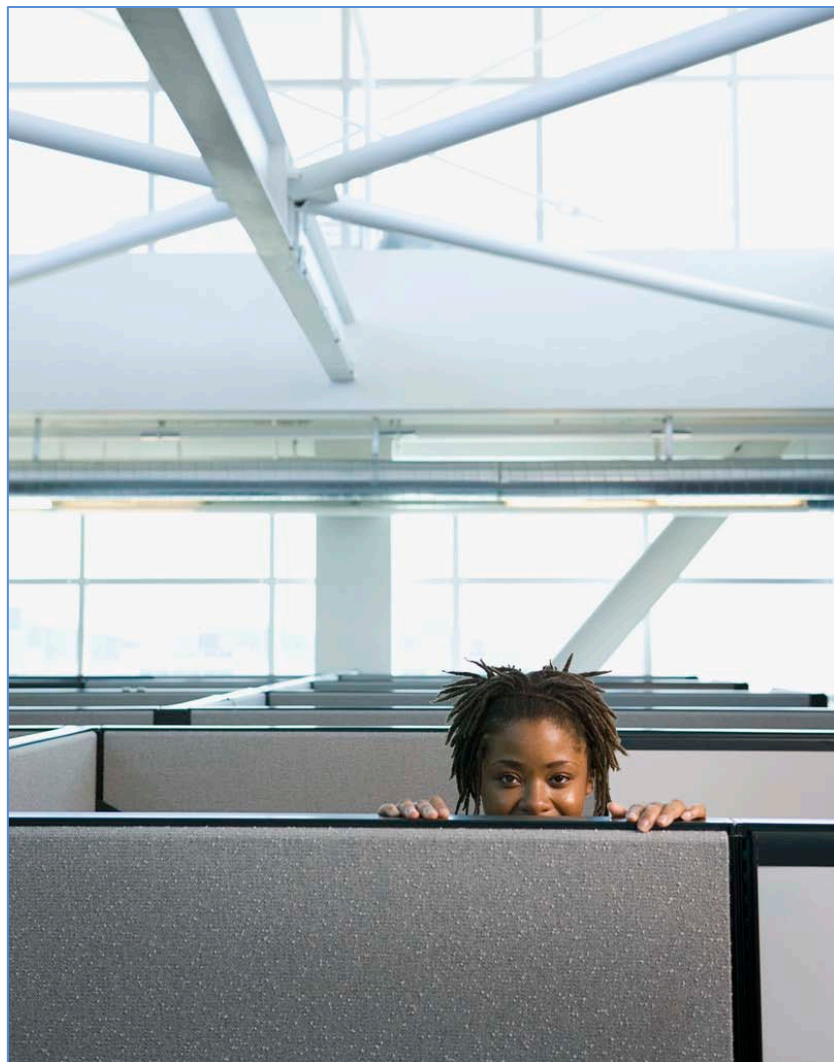
Distribution

Collaboration



Collaboration

Product Centric



Collaboration

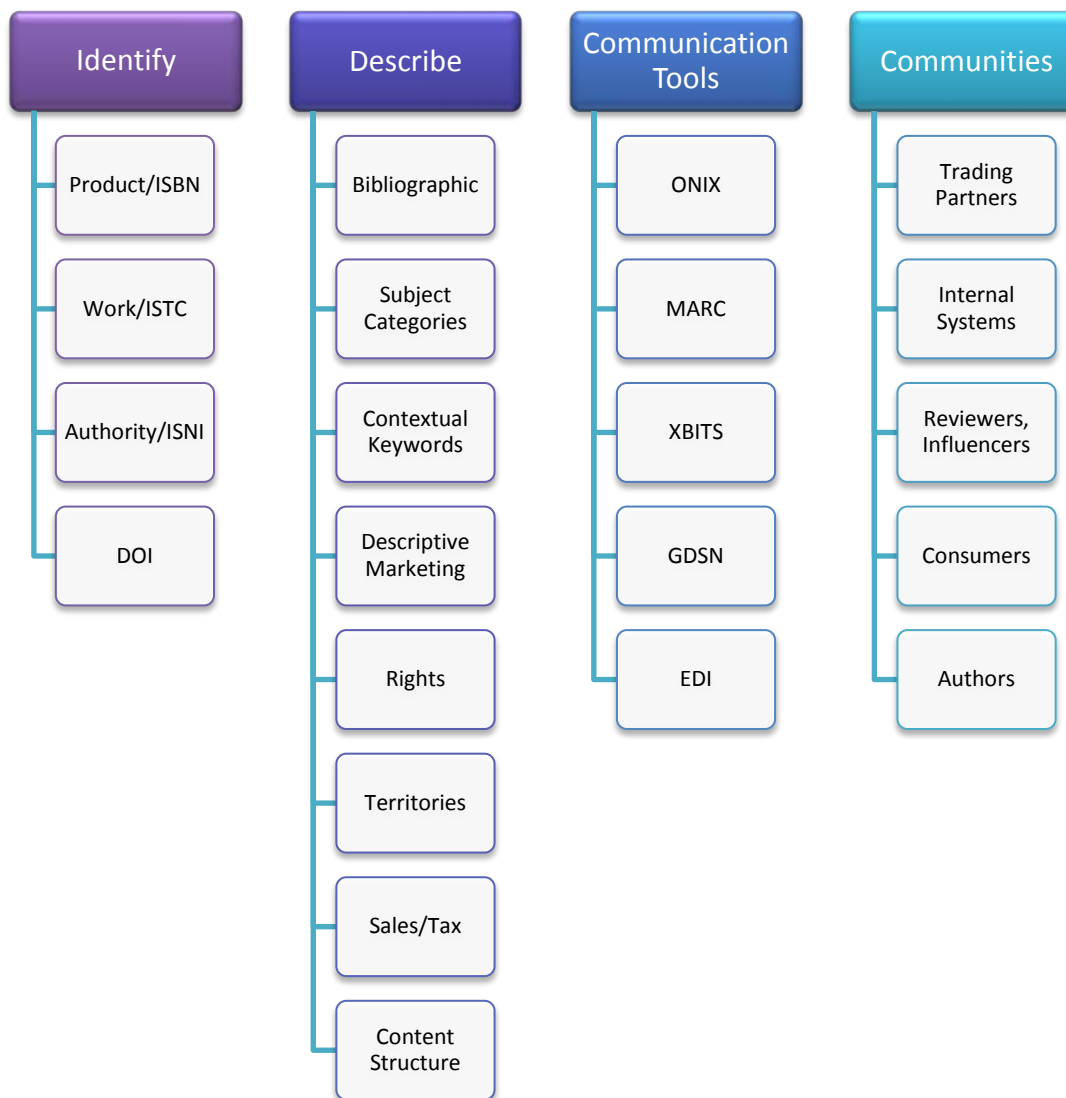
Content Centric



Focus on Process: Simplicity, Integration of Workflows, and Continuous Improvement



Standards



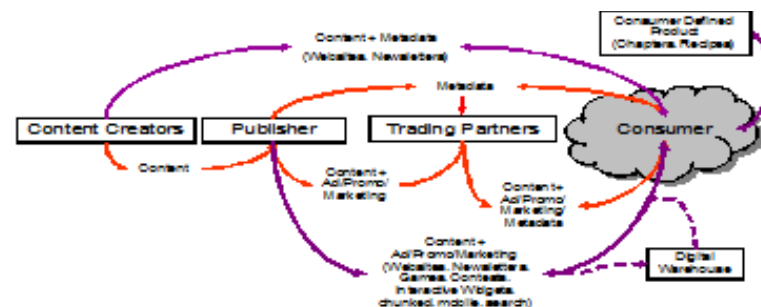
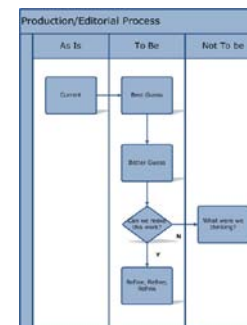
“Every path has its puddle.”

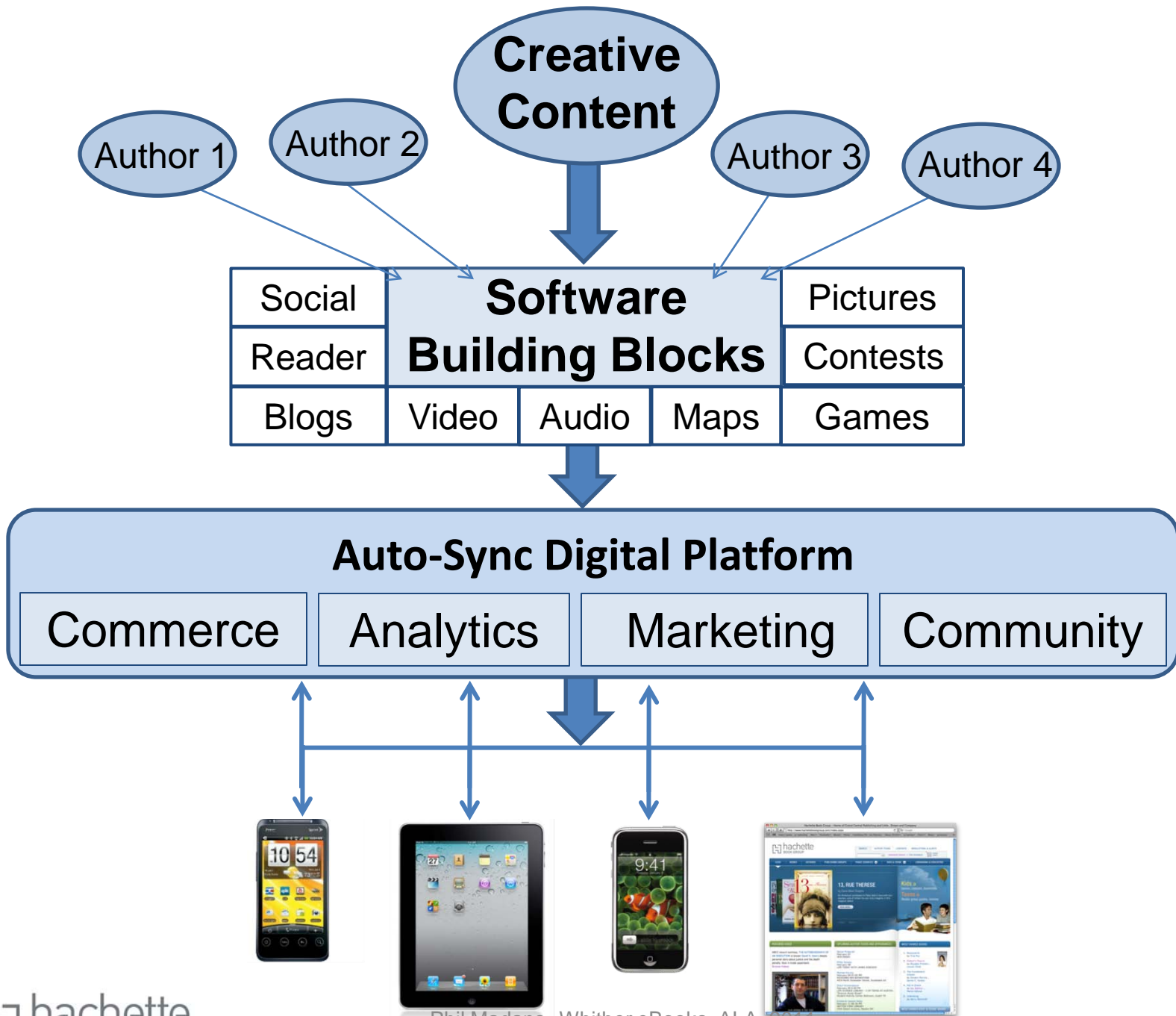
– *English Proverb*


Workflow change is a challenge

Infrastructure change is a challenge

Trading partner relationships during times of turbulent change can be a challenge







“All is connected... no one thing can change by itself.”

– *Paul Hawken*

(Yoga Journal)

“Life is change. Growth is optional. Choose wisely.”

– *Karen Kaiser Clark*

Thank You

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