Whither eBooks: A Publisher’s Prospective

Phil Madans
Director of Publishing Standards & Practices
Hachette Book Group

The Changing Standards Landscape
ALA, New Orleans 2011
“Nothing endures but change.”
– Heraclitus

“Change is inevitable - except from a vending machine. ”
– Robert C. Gallagher
Creative Content

Software Building Blocks

Social Reader Blogs Video Audio Maps Pictures Contests Games

Auto-Sync Digital Platform

Commerce Analytics Marketing Community

Author 1 Author 2 Author 3 Author 4

Phil Madans--Whither eBooks, ALA, 2011
“Every time I find the meaning of life, they change it.”

– Reinhold Niebuhr
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

Marketing

Paid

Apps

Physical

B2B Communities

*Enhanced

eBook

Mobile

CONTENT

Phil Madans--Whither eBooks, ALA, 2011
Content Centric/Format Agnostic

Print/Product Centric

Hardcover (First Format)

Paperback
Large Print
eBook
Digital Galley
Enhanced eBook
App

Phil Madans--Whither eBooks, ALA, 2011
Content Centric/Format Agnostic

Content Centric

Think Outside the Page

DELIVER US FROM EVIL

Content

Hardcover
Paperback
Large Print
eBook
Digital Galley
Enhanced eBook
App

Phil Madans--Whither eBooks, ALA, 2011
Content Creation

Content

Authoring

Editing

Describing

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Content Creation

Content
- Authoring
- Editing
- Describing

Multi-Product Delivery

Product
- Formats
- QA
- Distribution
Collaboration

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

- Contracts & Royalties
- Data Acquisition
- Data Management
- Digital Workflow
- DAM
- Data Quality
- Data Architecture
- Order To Cash
- Reporting
- Publicity
- Warehouse Management Systems

Suppliers

Publicity

Warehouse Management Systems

Order To Cash

Data Quality

Data Management

Reporting

Contracts & Royalties

DAM

Data Acquisition

Digital Workflow

AUTHOR

Customers

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Standards

Identify
- Product/ISBN
- Work/ISTC
- Authority/ISNI
- DOI

Describe
- Bibliographic
- Subject Categories
- Contextual Keywords
- Descriptive Marketing
- Rights
- Territories
- Sales/Tax
- Content Structure

Communication Tools
- ONIX
- MARC
- XBITS
- GDSN
- EDI

Communities
- Trading Partners
- Internal Systems
- Reviewers, Influencers
- Consumers
- Authors

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“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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