

An Independent Book Retailer's Perspective on the Economic Impacts of Mass Digitization Projects



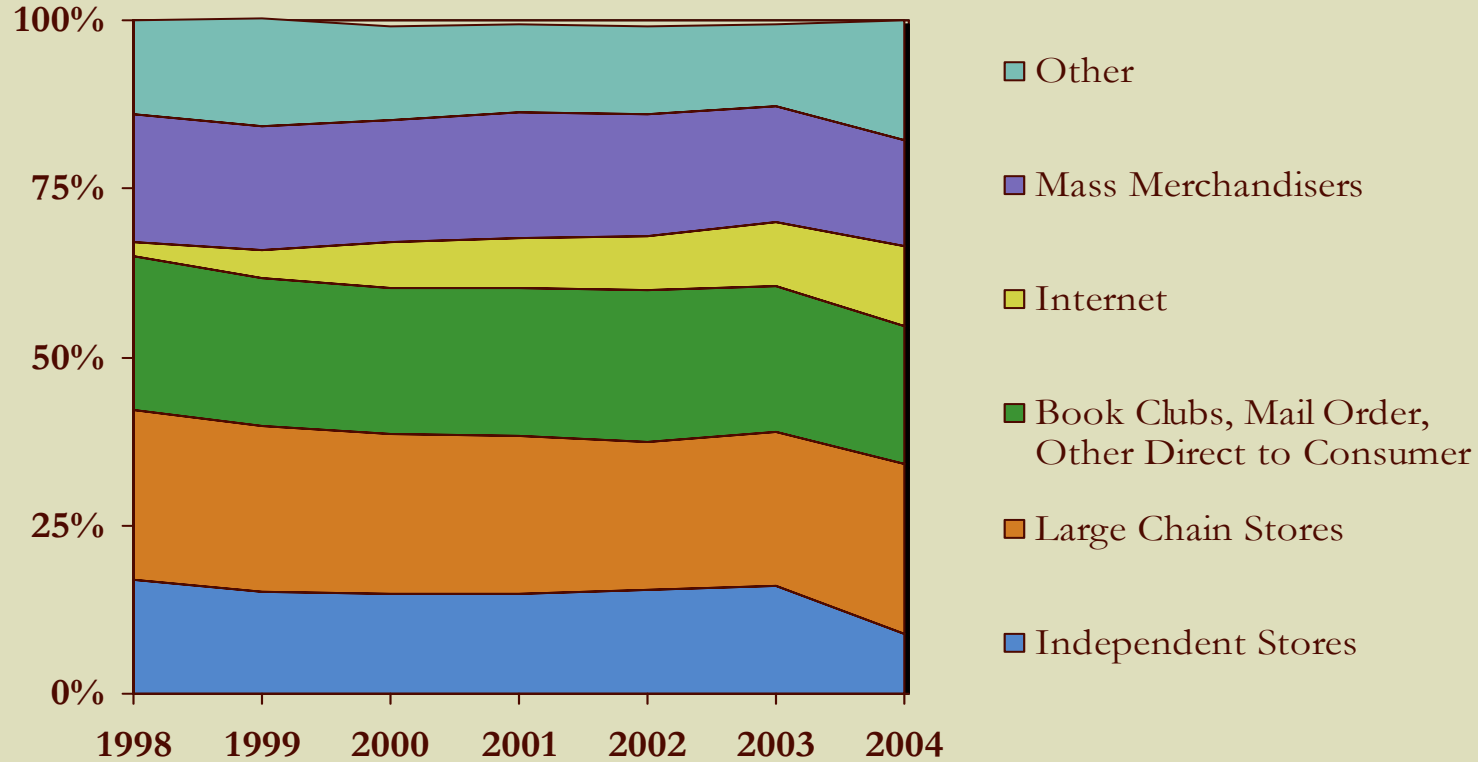
Karl Pohrt

owner:

Shaman Drum Bookshop
Ann Arbor, MI

Context: A Madhyamikan Viewpoint

Marketshare Data





NATIONAL
ENDOWMENT
FOR THE ARTS

The rate of decline in literary reading is accelerating.

	1982	1992	2002
% of U.S. Adult Population Active Literary Readers	56.9	54.0	46.7
Percentage Point (pp) Decline	--	-2.9 pp	-7.3 pp
Rate of Decline	--	-5%	-14%



NATIONAL
ENDOWMENT
FOR THE ARTS

The decline in literary reading foreshadows an erosion in cultural and civic participation.

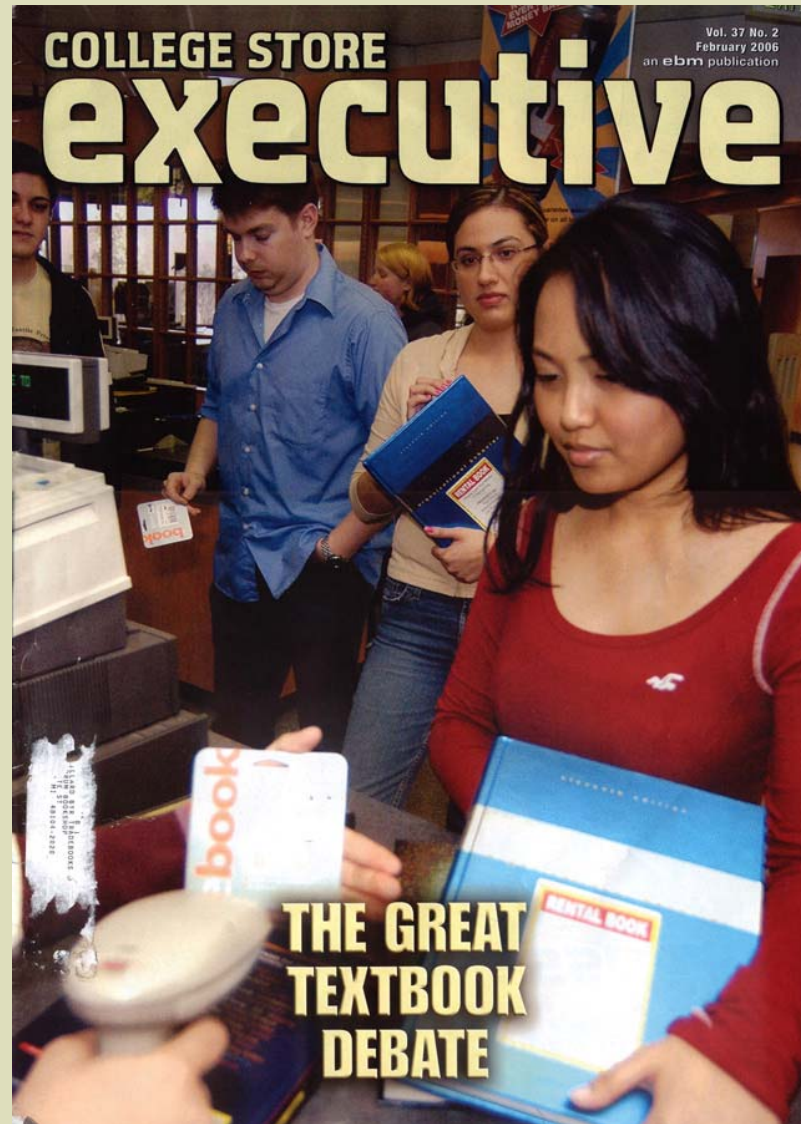
	% of U.S. Adult Population	
	Literary Readers	Non-Literary Readers
Perform Volunteer or Charity Work	43.0	17.0
Visit Art Museums	44.0	12.0
Attend Performing Arts Events	49.0	17.0
Attend Sports Events	45.0	27.0



NATIONAL
ENDOWMENT
FOR THE ARTS

The decline in reading correlates with increased participation in a variety of electronic media, including the Internet, video games, and portable digital devices.

The Great Book Debate



The Great Book Debate

Will Textbooks Go the Way of Records and Tapes?

Anyone nostalgic for the days of listening to music pressed onto vinyl records instead of burned onto compact disks or uploaded to a digital player might draw a parallel to the future of printed textbooks.

Vinyl records, at best, survive as novelties. Music most commonly is released on CDs, and Apple Computer makes the strongest case for eliminating physical media by selling songs for 99 cents at its iTunes store for download and playback on computers and its iPod.

Vinyl records and cassette tapes began losing shelf space to CDs a little more than 20 years ago. With that transition complete, now CD sales are declining with the fall off often attributed to downloadable music.

Likewise, publishers introduced digital forms of textbooks and some general books about five years ago, but were discouraged with the weak response. Then, two years ago, publishers tried to encourage e-book sales by selling directly to consumers through Web sites they launched. Despite this, however, e-books have yet to take off, but are gaining a foothold.

Whether electronic textbooks will follow CDs and replace traditional printed versions is the central question of a great debate, and one that has tremendous implications for college bookstores, which are concerned about continuing to play a role in distribution.

Students may be the pivotal factor in whether e-books replace printed texts as the standard for course materials. E-books, for the most part, are exact replicas of the printed texts in appearance and content with pages viewed using a reader capable of decoding encryption that protects against illegal copying.

As with printed texts, the reader is designed with functions that let students highlight passages, add annotation, create a notes section and even search. Unlike printed texts, e-books must be installed to one specific computer and are more difficult when it comes to returns.

Pros and cons of e-books and acceptance by students are being weighed in a test being conducted by MBS Textbook Exchange Inc. Positive results of the fall pilot encouraged MBS and the participating publishers to more than triple the number of bookstores involved to 32 this spring from 10 and raise the selection of titles available to 368 from 140.

MBS created the pilot program last fall with the idea of involving bookstores in the distribution on campus of digital textbooks and kick-starting student interest in a format that publishers are eager to see advance.

Publisher, MURRY GREENWALD
mury@gmpubs.com

Editor, RENE BALDINO
rene@gmpubs.com

Assistant Editor, LARRY LOPKA
larry@gmpubs.com

Advertising Manager, JOE V. GREGG
jv@gmpubs.com

Account Executive, TARA BLUMBERG
tara@gmpubs.com

Production Director, JANET PATTERSON
janet@gmpubs.com

Production Manager, ROSARIO MARTINEZ
rosario@gmpubs.com

Art Director, GREGORY S. PARRIS
greg@gmpubs.com

Associate Art Director, DENNIE CASTRO
den@gmpubs.com

Circulation Manager, DANA LEE
dana@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

Executive Editor, JAMES H. BURK
jhb@gmpubs.com

CORPORATE OFFICE

825 Old Country Road, P.O. Box 1500

Westbury, N.Y. 11590 (516) 334-3830

Web: www.collegestoreexecutive.com

E-mail: executive@collegestoreexecutive.com

FAX: (516) 334-2650

Editorial: editorial@collegestoreexecutive.com

Publisher/Sales/Finance/Administration

President, MURRY GREENWALD

Vice President/Marketing, BRUCE WILSON

bruce@collegestoreexecutive.com

Vice President/Finance, HELEN SCHLEIER

helen@collegestoreexecutive.com

Cover photo: Courtesy of Patrick B. O'Donnell, California State University, Fullerton

BPA
an ebm publication

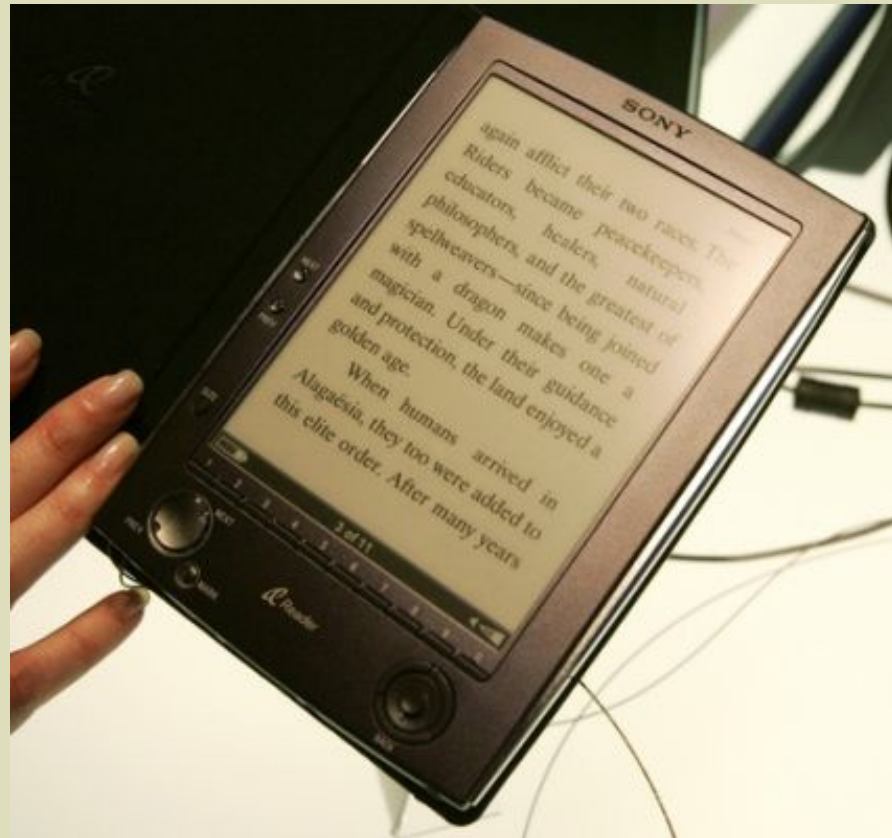
COLLEGE STORE EXECUTIVE
executive

VISIT OUR WEB SITES
www.collegestoreexecutive.com

College Store Executive (ISSN 0950-1415), is published eight times yearly, bi-monthly with separate January, February, September and October issues by Executive Business Media at 825 Old Country Road, P.O. Box 1500, Westbury, N.Y. 11590. Reproduction postage paid at Westbury, N.Y. and additional mailing offices. Subscriptions \$20.00 per year (single copies \$5.00). This journal is privately owned and operated by Executive Business Media, Inc. An independent voice, it is not affiliated with or controlled by any supplier, manufacturer's representative, agent or advertising agency. Opinions expressed are those of the publisher and authors. Reader comment and opinion are welcome; letters must be signed, but names will be withheld on request. Address all correspondence to College Store Executive, at the above address.

©2006 Executive Business Media Inc. All rights reserved. No material may be reprinted by any reproduction method without prior written permission. Executive Business Media Inc. also publishes Exchange & Commentary News, Military Out & Hospitality, Government Food Service, On-Campus Hospitality, and Government Recreation & Fitness.

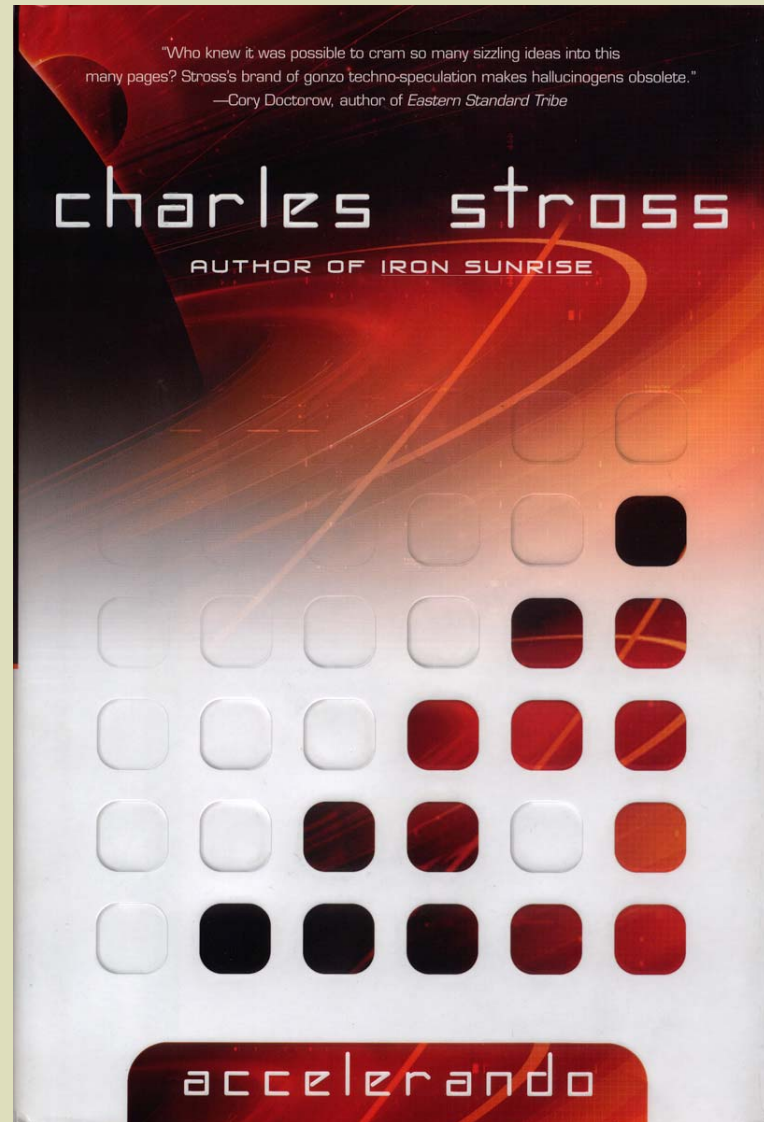
Sony Reader



The Lunch Crunch An Intellectual Property Rights Lawyer for Lunch

Accelerando

By: Charles Stross



Wikipedia

Accelerando Technical Companion - Wikibooks, collection of open-content textbooks - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://en.wikibooks.org/wiki/Accelerando_Technical_Companion

Atomic Veterans Hist... bt.etree.org | Comm... Maven - Maven [H] [H]ard|OCP - Global... DVD Digest - C

Wiki Books
Think free. Learn free.

module discussion edit this page history

Accelerando Technical Companion

From Wikibooks, the open-content textbooks collection

This is a technical companion to [Charlie Stross's](#) novel [Accelerando](#). Stross's concepts, which can sometimes be quite confusing to readers unfamiliar with confusions the reader may have, as well as to introduce new confusions by g of the technologies described in the novel. Wherever possible, brief informat

Accelerando is not a "post-Singularity" novel but rather a "through-Singularity "Lobsters" can be situated around 2010) through a Singularity to a sketched social impact of technologies pushing to a Singularity and only hints at the te filling the gaps and providing Accelerando readers with a technical background

From a recent [online interview with Charlie Stross](#): "Accelerando starts out borderline posthuman, and he's struggling to keep up; within a generation he'

gation

- Main Page
- Community Portal
- Mkiiversity
- Mkijunior
- Staff Lounge
- All Bookshelves
- All Wikibooks
- Card Catalog Office

“Don’t Buy This Book”

The screenshot shows a Mozilla Firefox browser window with the address bar displaying `http://www.computercrowsnest.com/features/arc/2005/nz8468.php`. The website content includes a navigation menu with links for Home, Search the Site, About Us, Write for Us, Subscribe Free, and Advertiser Login. A prominent yellow advertisement box contains the text: **DON'T BUY THIS BOOK**, Download it for nothing, www.theinfected.co.uk. Below the navigation menu, there are sections for 'MAGAZINE' and 'FEATURES'. The 'FEATURES' section includes a 'RECENT' tab and an 'ARCHIVE' tab. A small image of a person in a hooded cloak is shown with the caption 'You shall not know my face!'. The main text of the article begins with 'out his novels Singularity Sky and ours in around his social life, rather ly experiencing a renaissance of a ve of the 1960s.' and continues with 'ttle bit about the background to' and 'verse where faster-than-light travel is carily -- a large number of planets. your normal space opera, however: the spectre of causality paradoxes, of ist in because within the local frame of ally indistinguishable from time travel. played by these rules. If we don't see venting it -- but what?'

DON'T BUY THIS BOOK
Download it for nothing
www.theinfected.co.uk

[About Us](#) | [Write for Us](#) | [Subscribe Free](#) | [Advertiser Login](#)

Back to the Future in Tamil Nadu

Gandhi (1918)



On The Road



Tikse Gompa, Ladakh (1992)

