

Publishing on the Print-to-Digital Continuum What Works?

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What Technology Has Done

- Thanks to advances in all aspects of digital publishing, a variety of **business models** and strategies have evolved
- How they are being adopted depends on the publisher's specialization
- Various digital outputs: (From e-books to DBs)
- Format release dates and the strategy behind them
- Which formats are selling and what are the trends?
- Why all publishers need to be on the “continuum”

Format Economics

- Are e-books affordable?
- Digital publishing ROI factors
- How many formats are too many?
- What do consumers think/expect?
- The pitfalls of pricing models (usage as the new unit of measure)
- Will demand for digital meet a tipping point for both the consumer and the publisher?

Denial is not just a river in Egypt

- A publisher's list mix will continue to move along the continuum—in one direction
- Is print viable?
- Look at the fate of other publishing models, such as newspapers, magazines, references
- Still, don't send the cow to pasture too soon, while refining a digital strategy

More in *Dealing with Disruption: Lessons from the Publishing Industry*

DEALING WITH DISRUPTION LESSONS FROM THE PUBLISHING INDUSTRY

Publishing today requires a presence in local and global markets, and successful publishers can be more effective in reaching both by employing current technology at all stages of the publishing process. Finding the most efficient and profitable business models has become more challenging (and more rewarding) by the same advancements in technology.

Michael N. Ross provides a roadmap to the essential aspects of the international publishing industry, from how to develop content that can be easily adapted to other cultures, to establishing relationships and negotiating licensing and co-publishing contracts.

With a discussion of the critical innovations in the industry and through case studies from all stages in the publishing process, this book provides insights into the maturing of digital publishing and the challenges and opportunities provided by new technologies.

Many publishing models have emerged over the last 15 years, and technology has made the mechanics of publishing in general, and Web publishing in particular, easier. Thus, the role of the professional publisher is being challenged, and issues of quality and trust are now competing with easy access to information.

Publishing, in all forms, can be viewed as a conspicuous bellwether for any business that must make strategic and tactical adjustments quickly to innovate and grow. Ross applies principles from both consumer and educational publishing to explore publishing's ongoing "sea change" and its implications for other industries.

About the Author



Michael N. Ross is the Senior Vice President, and Education General Manager, at Encyclopaedia Britannica, Inc., where he heads the sales and marketing activities in North America and the U.K./EMEA. Prior to joining Britannica in 2002, he held executive positions at other publishing companies; he began his publishing career as an editor for Time-Life Books where he spent three years at their Tokyo bureau.

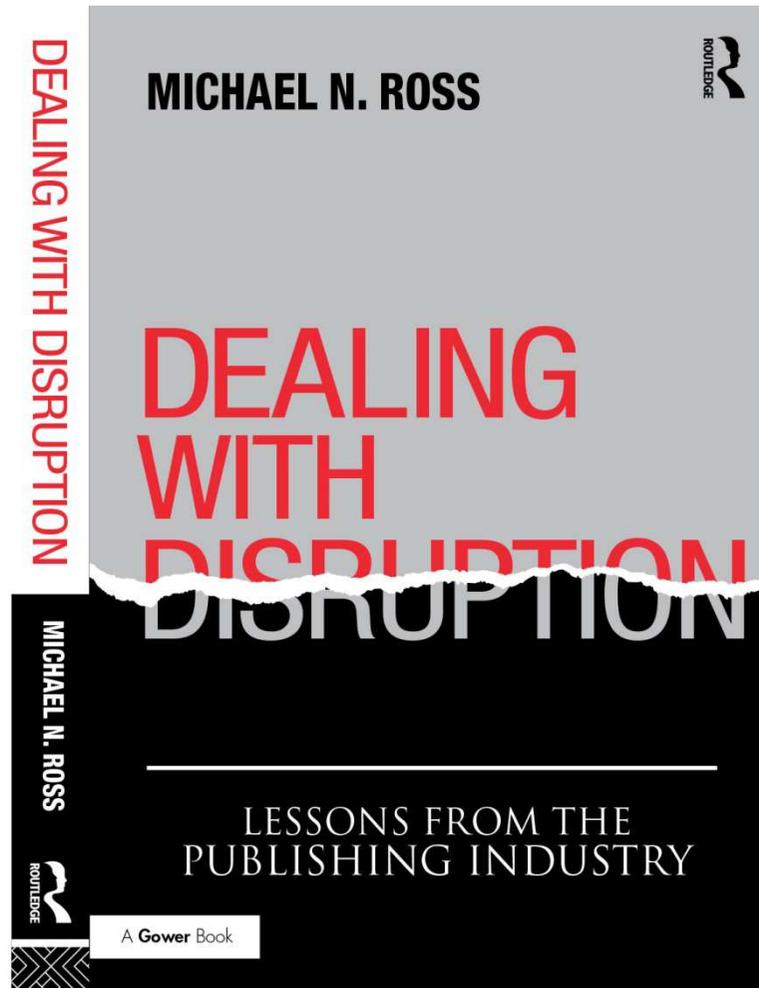
Michael has worked in all areas of publishing including editorial, technology, product development, sales, and marketing.

Michael has been inducted into Printmedia's Production Executives' Hall of Fame and AEP's Educational Publishing Hall of Fame.

He has a B.A., summa cum laude, from the University of Minnesota; an M.A. from Brandeis University; and a certificate from Stanford University's Advanced Management College.

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