

Book Distribution in a Changing World

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“ Sometimes the questions are
complicated and the answers”
are simple.

Dr Seuss



Being set on the idea
Of getting to Atlantis,
You have discovered of course
Only the Ship of Fools is
Making the voyage this year,
As gales of abnormal force
Are predicted, and that you
Must therefore be ready to
Behave absurdly enough
To pass for one of The Boys,
At least appearing to love
Hard liquor, horseplay and noise.

W. H. Auden, *Atlantis*



Change observation 1: “it’s not new”



Change observation 2:
“it’s not always obvious”



Change observation 3: “it’s not unique”



Change observation 4: “it *is* exponential”



Change observation 5:
“even if it leads to efficiencies
and long-term savings, change
requires investment”



“If you think training is expensive, try ignorance.”



“And your point is?”



Summary: implications

- Collaboration
- New expertise required
- Investment
- Think the unthinkable
- Collaboration starts with Conversations

(Now)



Thank you for listening

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