

Managing Digital Creativity

or, the Supply Chain is so sexy right now



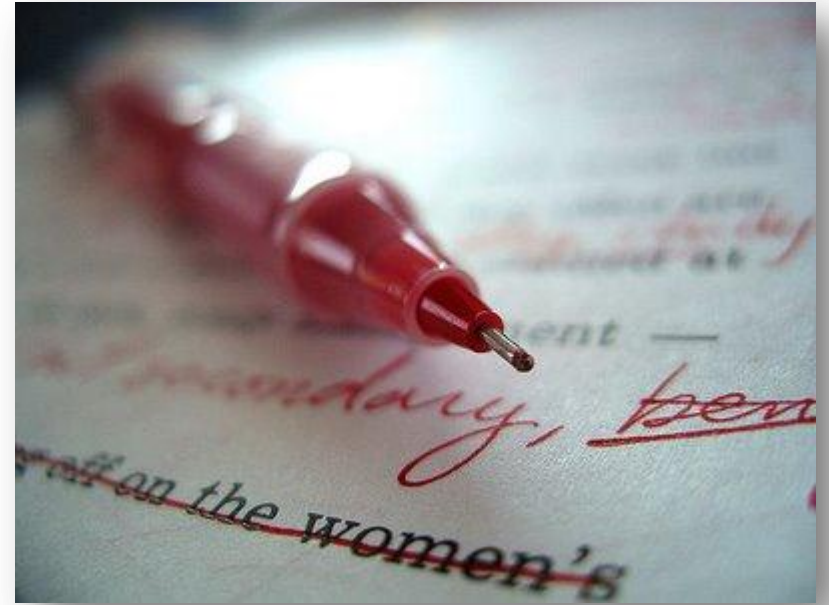
Dan Franklin, Digital Publisher
Random House Group

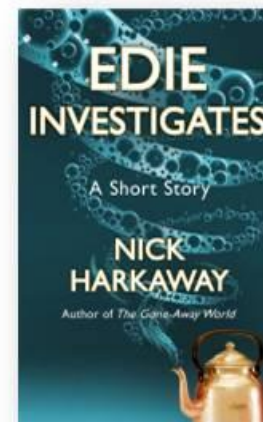
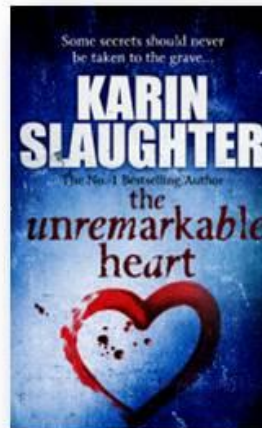
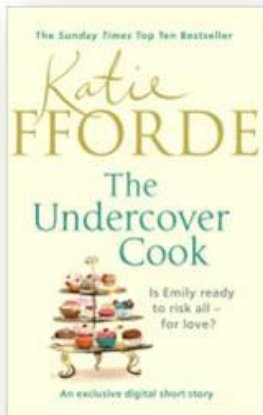
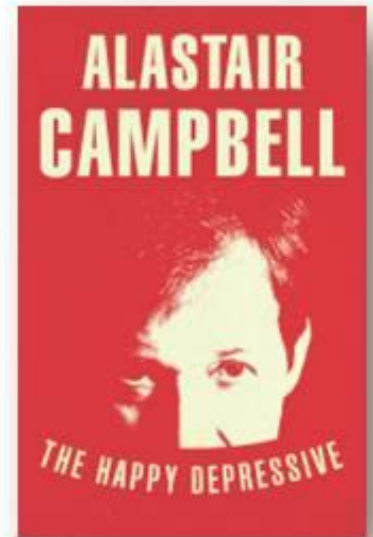
BIC London Book Fair Supply Chain Seminar
18th April 2012

Publishing is not evolving. Publishing is going away. Because the word “publishing” means a cadre of professionals who are taking on the incredible difficulty and complexity and expense of making something public. That’s not a *job* anymore. That’s a *button*. There’s a button that says “publish,” and when you press it, it’s done.

Clay Shirky



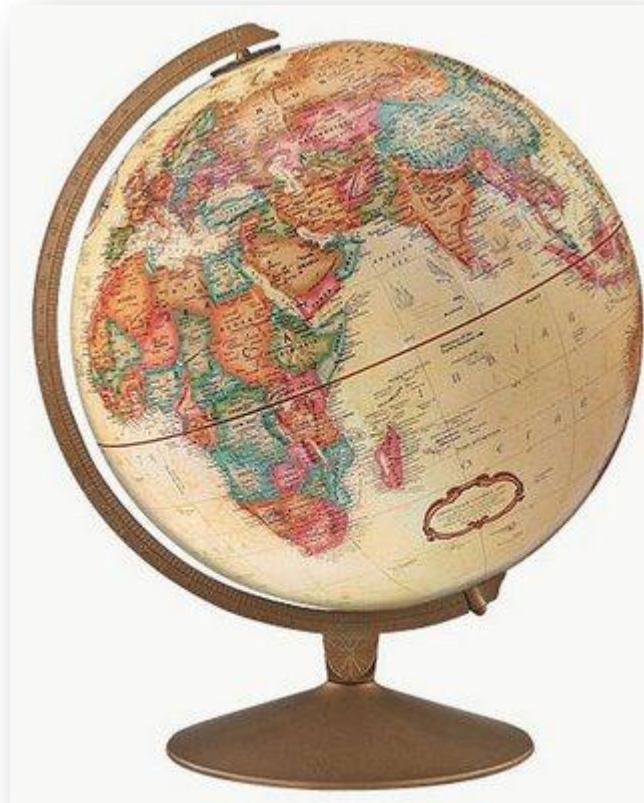






BI*e*

BISG
BOOK INDUSTRY STUDY GROUP



Digital Publishing

~~Digital~~ Publishing

ed

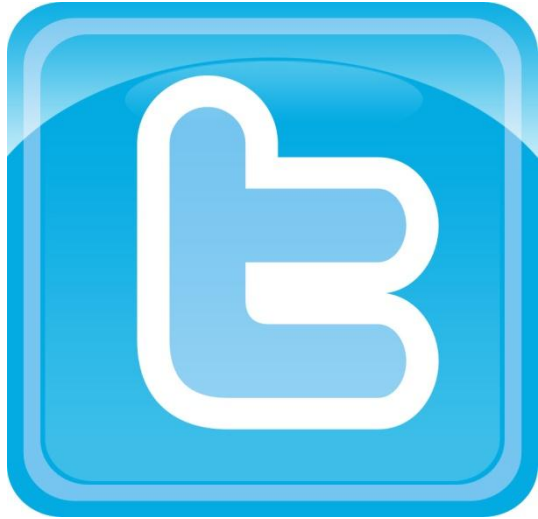
Right clicks: None

for: 1 Mins

allow mouse cursor

Abort Finish Publish





@digitaldanhouse