The realities of digital change all the time.
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"To find a form that accommodates the mess, that is the task of the artist now." (SAMUEL BECKETT)

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Yann Martel on tigers, cannibals and Edgar Allan Poe
14/05/02 Richard Parker would appear to be a name to avoid if one proposes going to sea. Not only were two men of that name victims of maritime cannibalism in the Victorian age, but Richard Parker is also the name of the shipwrecked tiger in Life of Pi. Yann Martel's astonishing new novel...
“At last... a publisher’s site that feels like a cool club stocked with well-read friends rather than a lazy corporate exercise.”

The Guardian
Definition of apt

1: unusually fitted or qualified
2a: having a tendency
   b: ordinarily disposed
3: suited to a purpose; especially: being to the point
4: keenly intelligent and responsive
Chapter Four

As Bunny turns into Church Street, the radio deejay is still talking about the mantle
hotpants - how they are in the temperature-controlled vault in a Melbourne
bank. bunny feels his mobile vibrating. It is Geoffrey calling from the other
end of the line. The deejay is Bunny's boss and he is also a
journalist - a fact that Bunny has learned to live with. It
occurred to him that he would never have been
employed by Geoffrey if he hadn't been a
mosquito-sized office of his on West
Street. His boss, Geoffrey, was a
world-renowned

When he opens the door, the interior of the flat is dark and strange, and as he enters, he drops
his sample case and attempts to hang his jacket on a metal peg that is no longer there. It has

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Enhanced Editions
The evolution of the book
Users

“Sets the gold standard for future literary apps.”
★★★★★

“Worth every cent. No actually worth a lot more!”
★★★★★

Awards

MediaGuardian Innovation award

iTunes & Observer apps of the year

eConsultancy Innovation Award

Wolff Olins “Future” award

Media

“The moment digital publishing came of age”
The Bookseller

“Sprinkling a little rock’n’roll glamour over publishing”
Guardian
Bunny Junior lies on the floor of his bedroom reading his encyclopaedia. The carpet is thin and his knees and elbows and hip-bones hurt from lying in the same position for so long and he keeps thinking he should get up off the floor and lie on his bed but he knows that the discomfort he feels keeps him awake and alert and his memory keen. He is in the process of storing information. He is well into the letter “M” and is reading about Merlin, who was a wizard or sage in the Arthurian legends, whose magic was used to help King Arthur. His mother bought the encyclopaedia for him, just because ‘she loved him to bits’, the boy likes to remember. Bunny Junior thinks it is an elegant-looking book, just the sort of thing a boy of 7 might love.
Wylie's Amazon deal brings the end of the publishing world nigh

News that power-broking agent Andrew Wylie has bypassed conventional publishers to sell his clients' ebooks direct to Amazon has created panic. Is it curtains for conventional publishing?

Agent of the apocalypse ... Andrew Wylie. Photograph: Eamonn McCabe for the Guardian
RALPH ELLISON
Invisible Man
“I am an invisible man.”

EVELYN WAUGH
Brideshead Revisited
“I have been here before,’ I said; I had been there before; first with Sebastian more than twenty years ago on a cloudless day in June…”

SALMAN RUSHDIE
Midnight’s Children
“I was born in the city of Bombay … once upon a time. No, that won’t do, there’s no getting away from the date: I was born in Doctor Narlikar’s Nursing Home on August 15th, 1947.”

VLADIMIR NABOKOV
Lolita
“Lolita, light of my life, fire of my loins. My sin, my soul. Lo-lee-ta: the tip of the tongue taking a trip of three steps down the palate to tap, at three, on the teeth. Lo. Lee. Ta.”

WILLIAM S. BURROUGHS
Junky
“My first experience with junk was during the War, about 1944 or 1945.”

MARTIN AMIS
London Fields
“This is a true story but I can’t believe it’s really happening.
“It’s a murder story, too. I can’t believe my luck.”

SAUL BELLOW
The Adventures of Augie March
“I am an American, Chicago born—Chicago, that somber city—and go at things as I have taught myself, freestyle…”

HUNTER S. THOMPSON
Fear and Loathing in Las Vegas
“We were somewhere around Barstow on the edge of the desert when the drugs began to take hold.”

JOHN UPDIKE
Rabbit, Run
“Boys are playing basketball around a telephone pole with a backboard bolted to it. Legs, shouts. The scrape and snap of Keds on loose alley pebbles seems to catapult their voices high…”

NORMAN MAILER
The Naked and the Dead
“Nobody could sleep. When morning came, assault craft would be lowered and a first wave of troops would ride through the surf and charge ashore on the beach at Anopopei.”
Planning
Metadata / ONIX
DocBook, ePub, Mobi
Web design
SEO
Identity & book design
User experience
Project management

Odyssey
Innovation and Customer focus are interconnected, as indicated by the arrow showing the direction of the relationship. The diagram suggests that the future of publishing lies in aligning innovation with customer focus.
The forecasters
“If, by the end of 2012, 25% of sales for a new book are digital, then about half of new book sales will be made through online purchases.”

Shatzkin
“What % of sales as digital is a catastrophic tipping point for the physical supply chain?”

Lubeck
“Positive feedback loops in ebooks: success accrues to a small number of companies”

Spalding
"It's time to stop looking for readers for your writers, and to start finding writers for your readers."

Godin
“[Random House will...] change from being a b2b company to b2c company.”

Dohle
Publishing

% Digital

2010
5%

2015
±50%

Model

B2B

B2C

Needs to influence

Read

Choose Purchase Read Discuss Share
Romance is not dead
Open to All

So many romances...so little time!
This is the stage of the competition which is open to all (see Ts & Cs for full details), which means Romance HQ is in heaven with plenty of romances to read!

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Modify Listing
Ordering By Title
Submit

We've got 822 Entries!
Showing page 1 of 83
First Previous 1 2 3 4 5 6 7 8 9 10 Next Last

"A Passion for Perfume"
by Bridget Ransome in Historical
Submitted on Wednesday 22 September, 2010, 2:33 PM
In nineteenth century Victorian London, Eleanora Harcourt's ordered world of perfume blending and scents is turned upside down when Nicholas Moreland enlists her services to clear his name for murder. A murder involving a unique and intriguing scent.

Rating: ★★★★★ (38% by 30 users)
1. Find writers
2. Launch rebrand
3. Connect with readers
1. Long term relationships
2. Insight
3. Extended footprint
Target entries: 250
Actual: 823

8,000 users
10,000 comments
1m views
20m visits

15 pp / visit
20,000 uniques
3x Facebook fans
2x Twitter
The goal
“When it comes to the really important decisions, data trumps intuition every time.”

Jeff Bezos
Next-level apps
Informed by user feedback

Next-level communities
Clear value proposition

Innovation & customer focus
“Among 45,000 respondents we saw a **breathtaking velocity** for the growth of weekly or daily e-reading: doubled from 7-14% in six months.”

BISG

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