



**DO BOOKS HAVE A FUTURE?**



**Before I Break the  
Bad News About Books,  
Let Me Build My Bonafides as a Bibliophile**

# File my Flight Plan

1

books as a

**PRODUCT**

interesting?

2

books as an

**INDUSTRY**

3

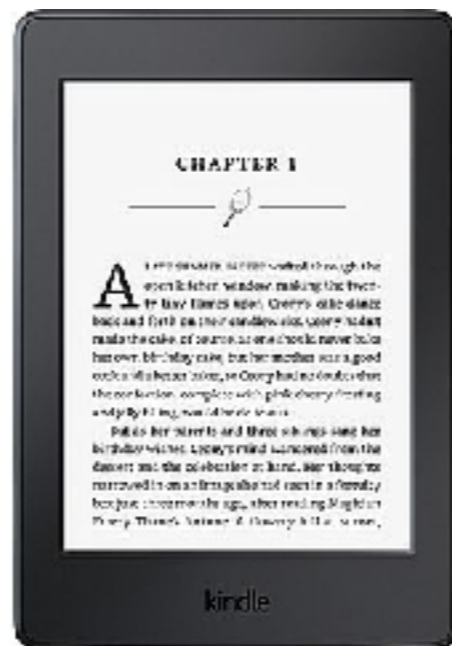
books as an

**CONCEPT**

interesting?



# THE BOOK AS A PRODUCT FORM



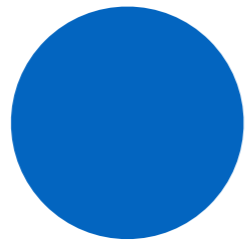
**(All are Linear Presentations of Information)**



# THE BOOK AS AN INDUSTRY

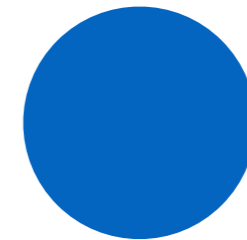
# BEFORE GUTENBERG (pre 1400 AD)

**WRITER**



copyist

time/space



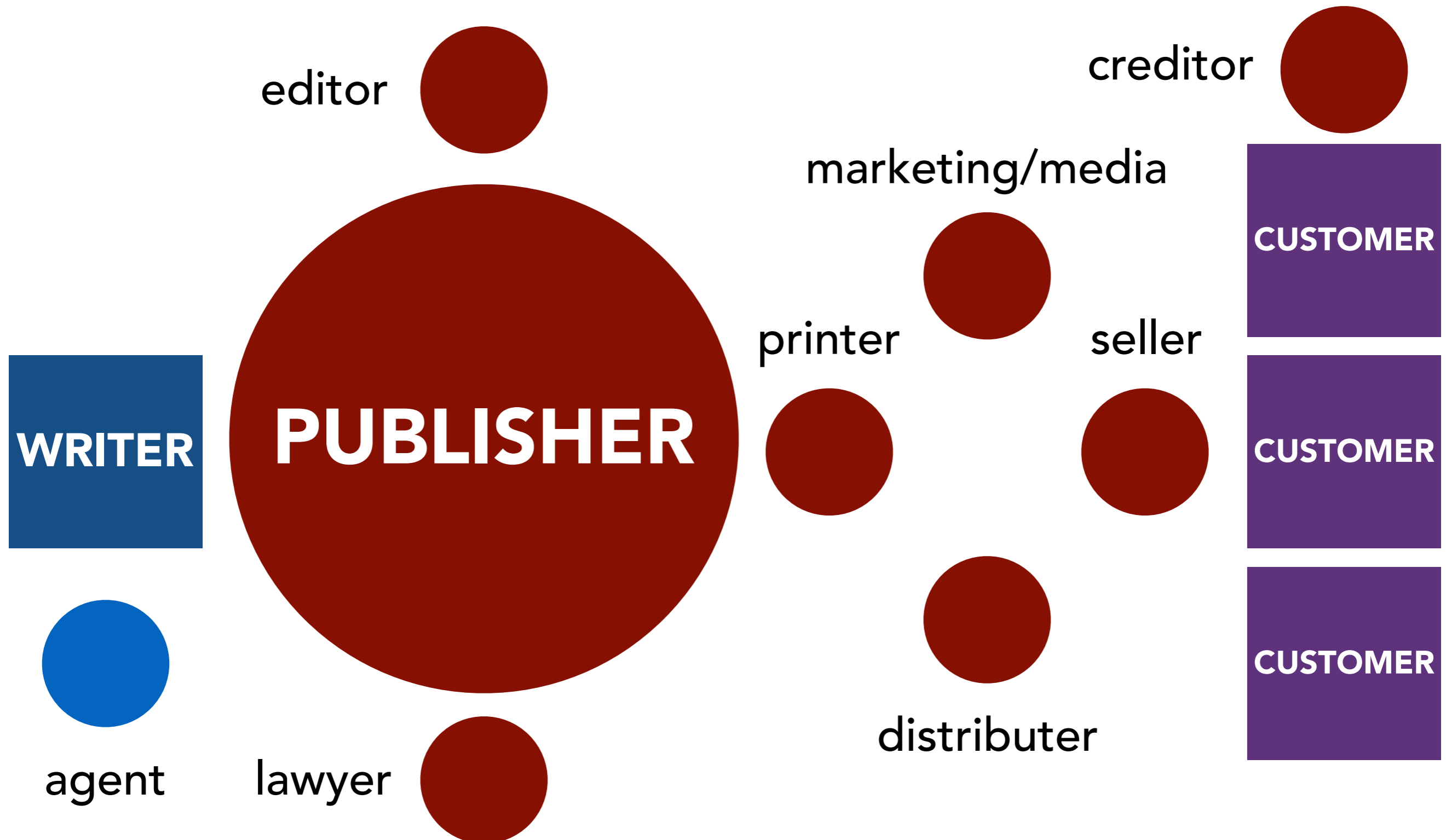
seller

**READER**

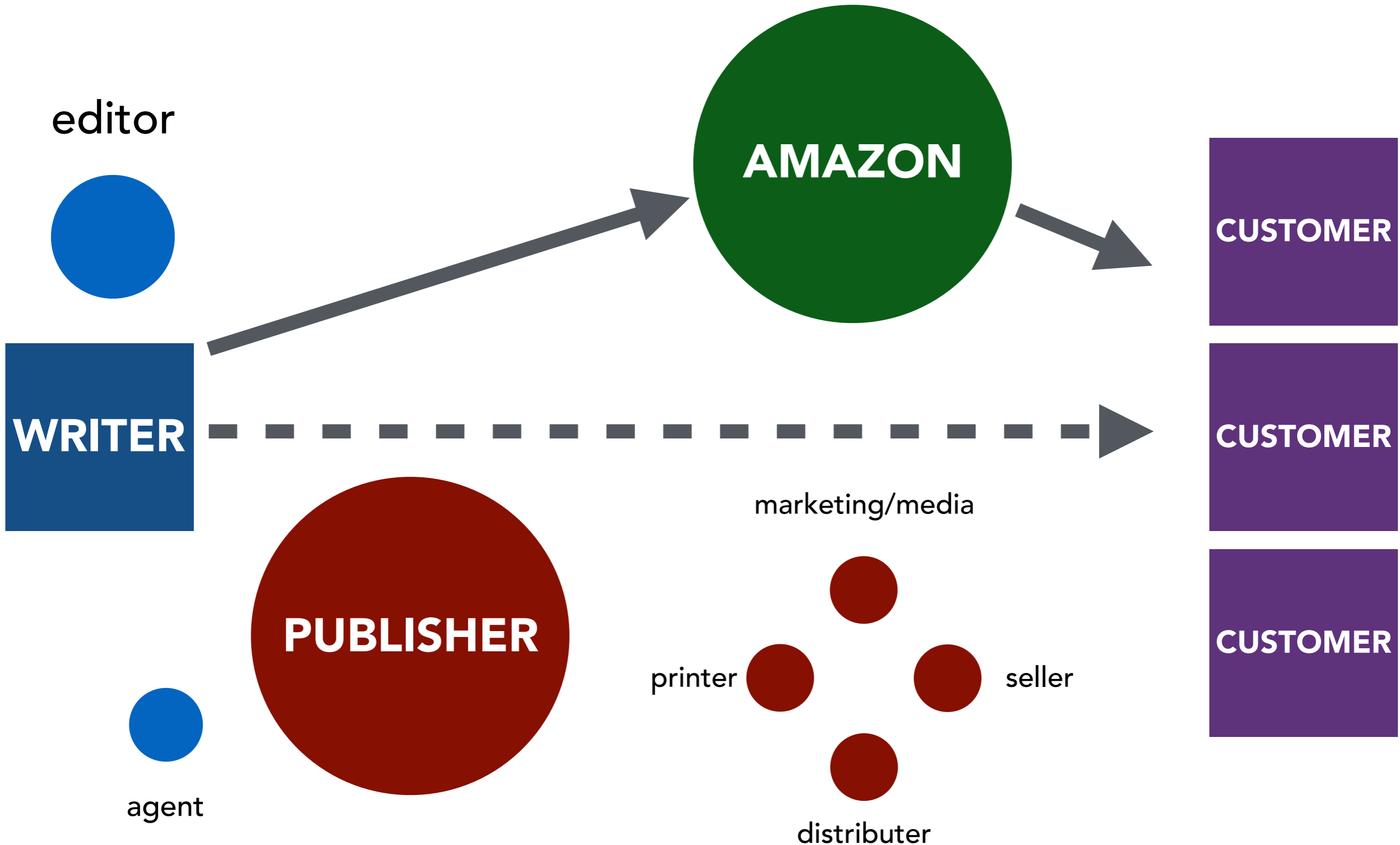
**READER**

**READER**

# AFTER GUTENBERG (until 2005)



# NOW







PUBLISHERS HAD/HAVE?

**CAPITAL**

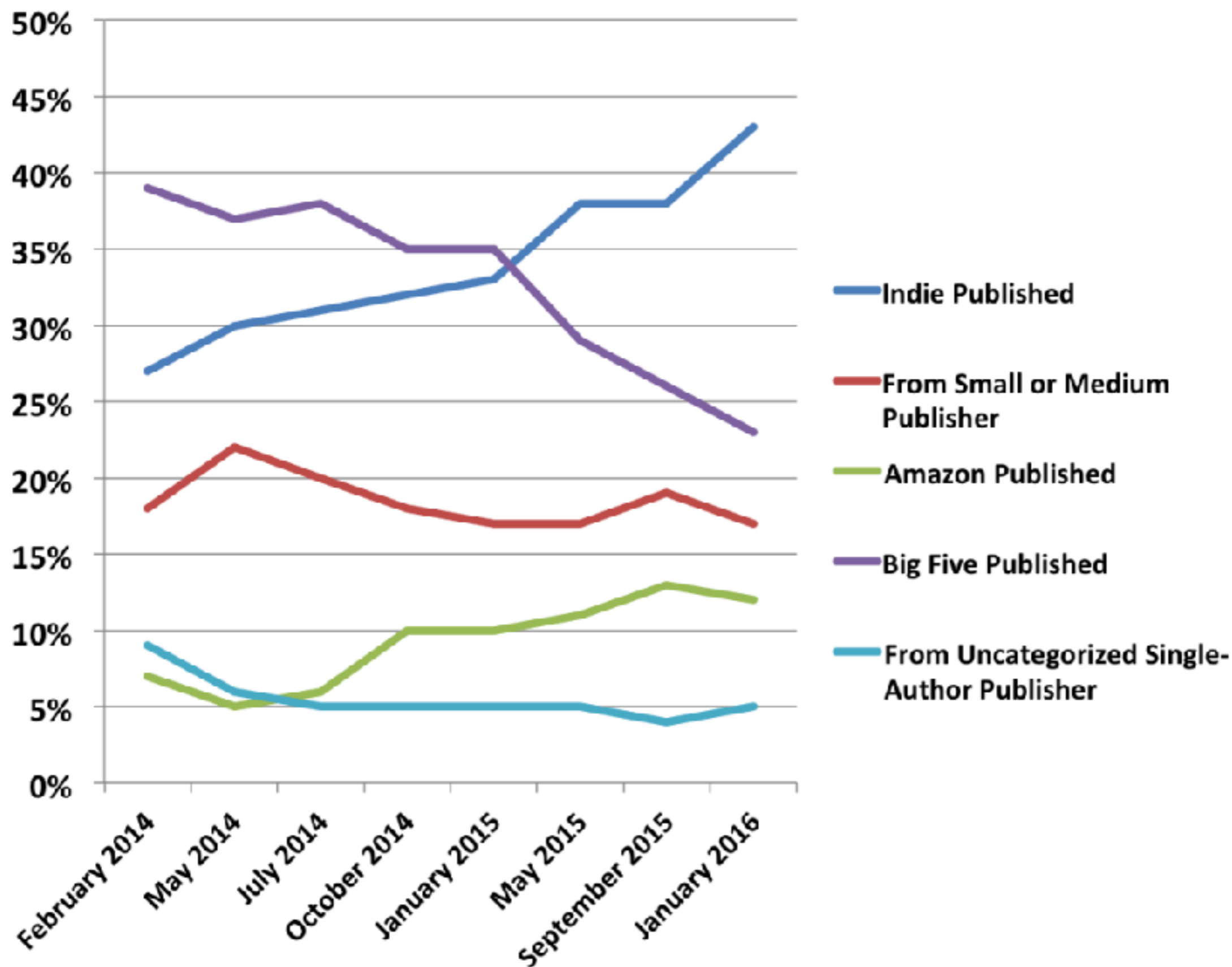
**CONSIGNMENT**

**+** **CHANNELS**

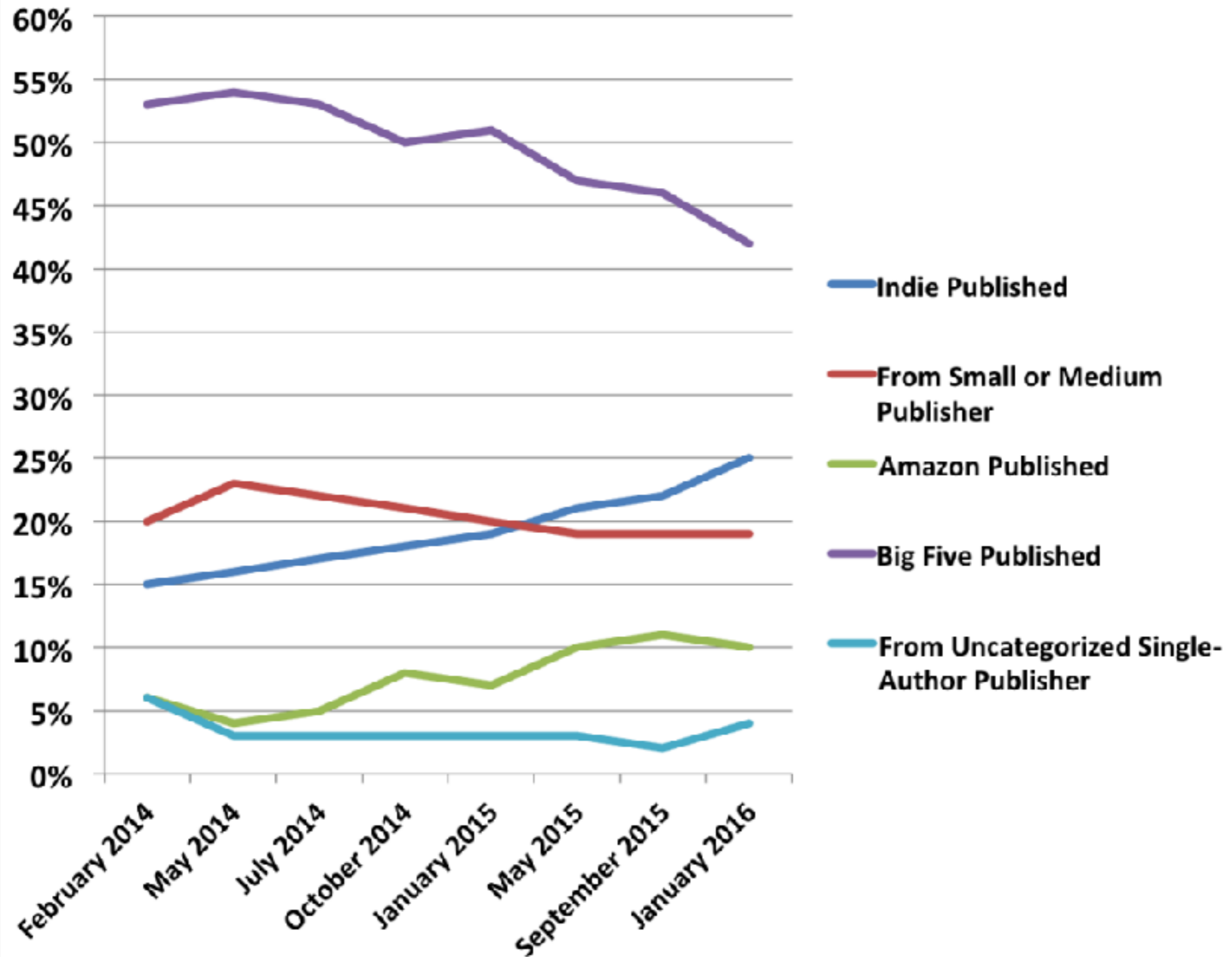
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**= CONTROL = CULTURE**

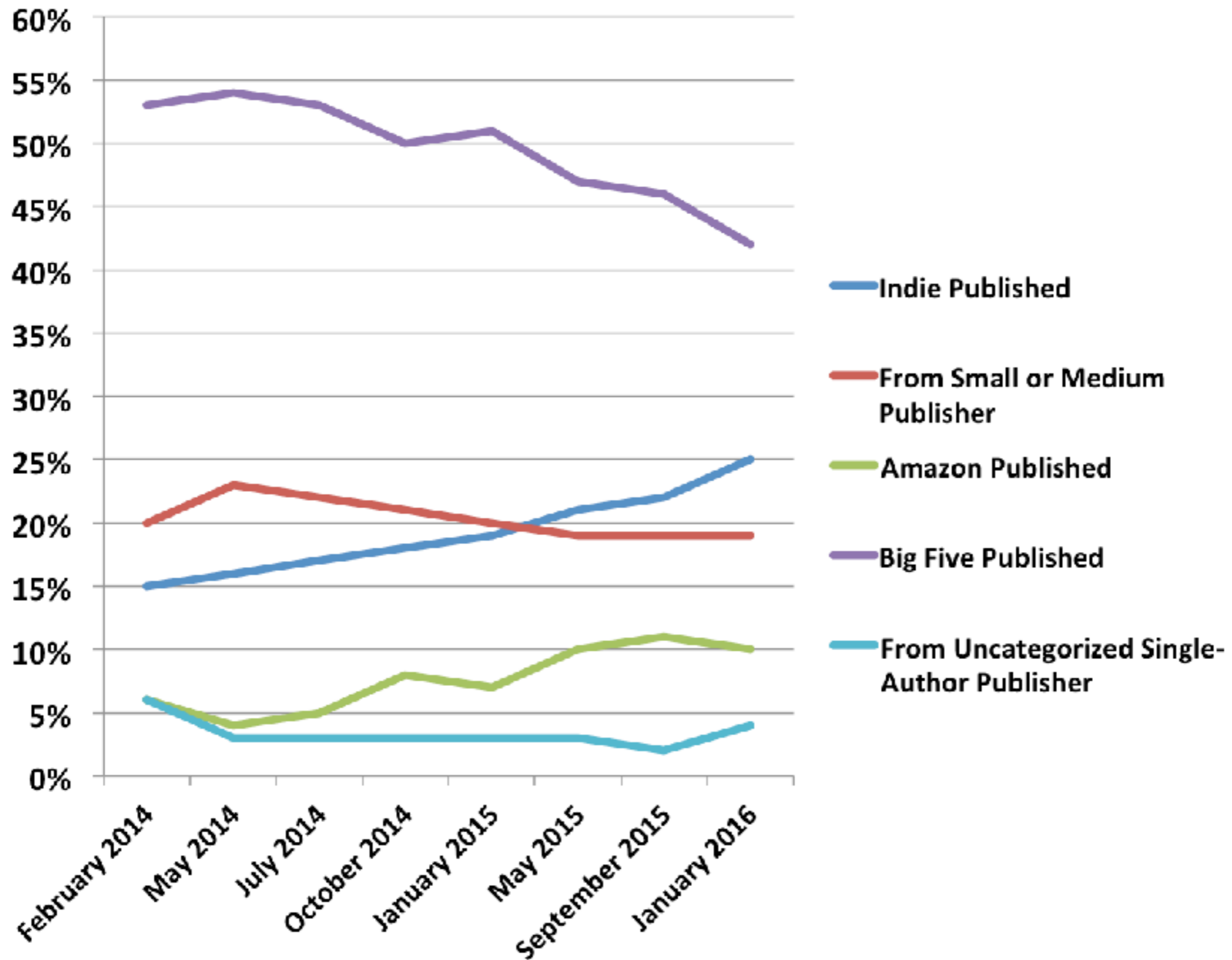
## Market Share of Ebook Unit Sales by Publisher Type 23 month trend : February 2014 - January 2016



## Market Share of Ebook Gross \$ Sales by Publisher Type 23 month trend : February 2014 - January 2016



## Market Share of Ebook Gross \$ Sales by Publisher Type 23 month trend : February 2014 - January 2016





# PUBLISHING'S FUTURE?

**consider**

**BOOKS & BEER**



# THE BOOK AS A CONCEPT

**INFO**

**INFO**

**INFO**

**INFO**

**INFO**

**INFO**

**INFO**

# **LINEAR ORGANIZATION**

**STORY**

**STORY**

**STORY**

**STORY**

**STORY**

**STORY**

**STORY**

# **LONG FORM NARRATIVE**

TECH

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🕒 08/25/2015 12:48 pm ET | Updated Aug 26, 2015



**Alexis Sobel Fitts** 

Tech Reporter, The Huffington Post



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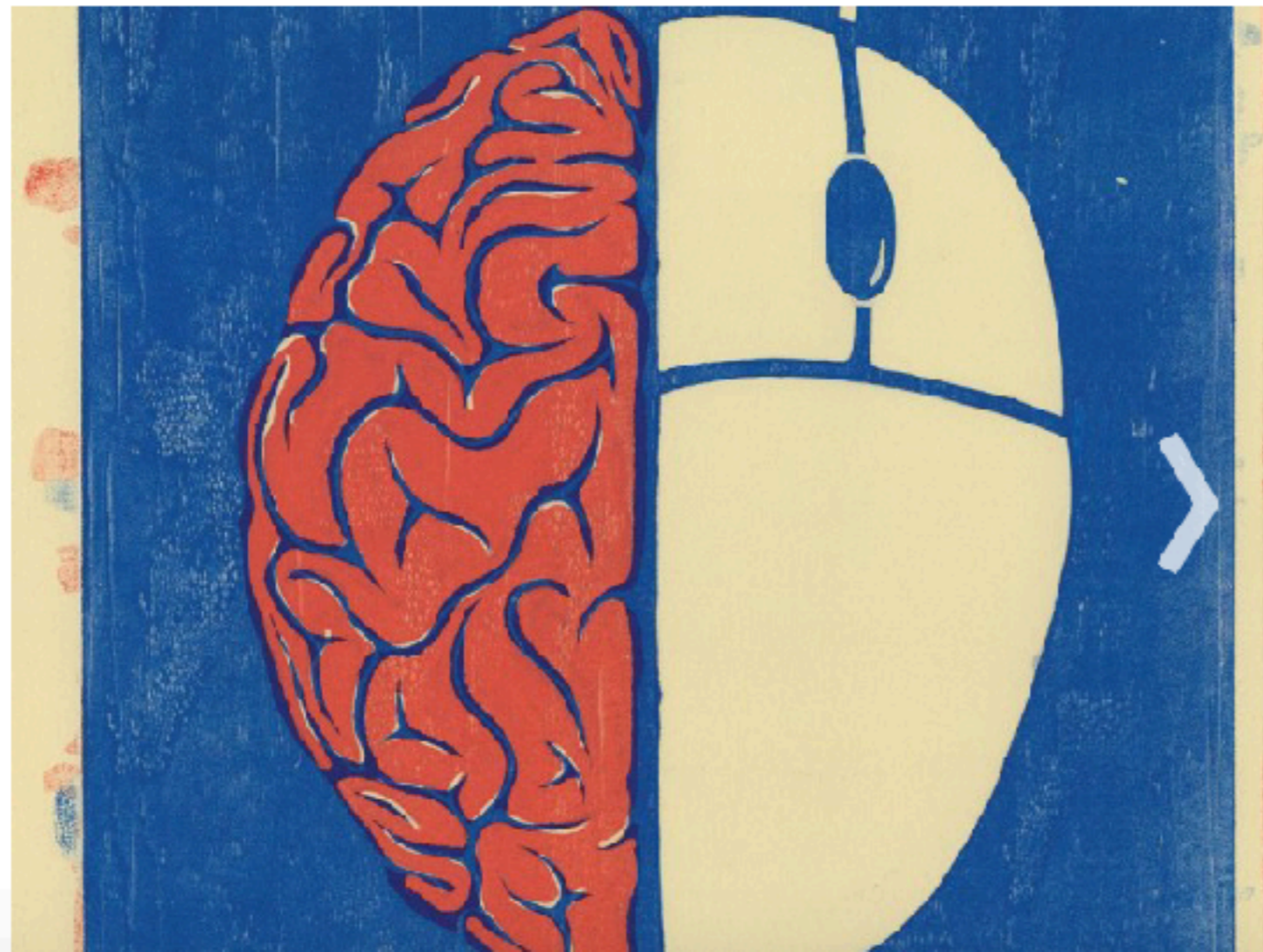
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RIGHT NOW | NET KNOWLEDGE

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by

NOVEMBER-DECEMBER 2011



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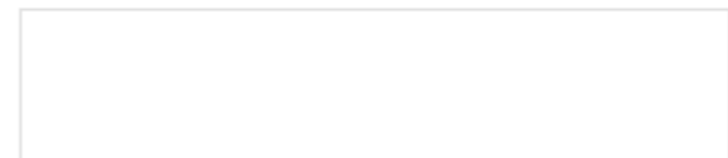


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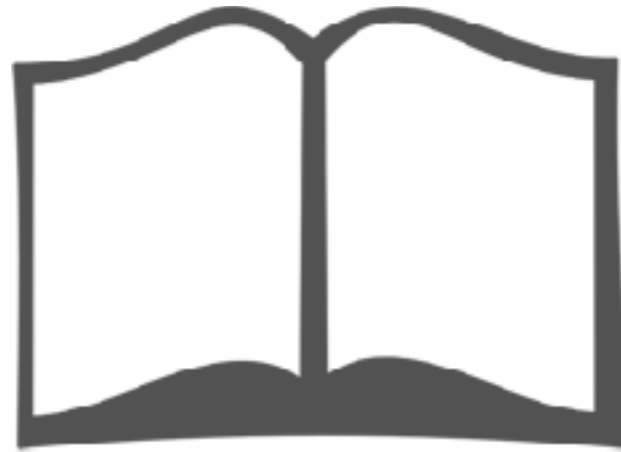
# FOUR FRIGHTENING FACTORS

**VOLUME OF INFORMATION**

**THE GENIE IS OUT OF THE BOTTLE**

**NOISE, NOISE, NOISE**

**TRIBALISM**



**DO BOOKS HAVE A FUTURE?**

**Yes. Maybe. No.**

“If you want a vision of the **future**, imagine a **boot** stamping on a human face - forever.”

“If you want a vision of the **future**, imagine constant noise, information without knowledge, and being called, ‘Hitler’ on the Internet - forever.”



**DO BOOKS HAVE A FUTURE?**