





@r\_nash saying that "a business model built around winning the lottery is not a business model." #DBWnewbiz

26-Jan-10 21:46 | ljndawson



RT @eBookNewser: RT @jhelmus: @r\_nash: In 5 years indie bookstores will sell access to customers who want that access #dbw #DBWnewbiz

26-Jan-10 21:45 | GalleyCat



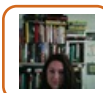
What happens if there's a sudden resurgence of interest in a book, and rights are not there? @r\_nash stirring up trouble. #DBWnewbiz

26-Jan-10 21:45 | ljndawson



@FreshFiction Sell access to ME as your indie bookstore customer and you lose me as a customer #dbw #dbwnewbiz <-access 2 authors

26-Jan-10 21:45 | JLightenberg



It's not about the advance: "If the author is happy, the author is not going to leave."-@angelajames #dbw #dbwnewbiz

26-Jan-10 21:44 | IrisBlasi



RT @ljndawson: All the panelists are pretty much saying that if authors are happy, they will not leave. #DBWnewbiz

26-Jan-10 21:44 | corb21



It's not like we're seeing droves of authors leaving publishing houses. #DBWnewbiz

26-Jan-10 21:44 | ljndawson



RT @amywilkins: Heehee RT @IrisBlasi Audible gasp from the audience when @angelajames said Carina's books have no DRM--across the board. #dbwnewbiz #dbw

26-Jan-10 21:43 | DonnaAlward



RT @jhelmus: Nash: 5 yrs from now independent bookstores will be selling access to customers to those who want that access #dbw #DBWnewbiz

26-Jan-10 21:43 | namenick



RT @IrisBlasi: Ultimate marketing: "500 bookstore clerks who think your shit rocks & tell their friends about it at bars at night."-RN #dbwnewbiz #dbw

26-Jan-10 21:43 | tor\_intheory



Espresso machines in use at McMaster and U of Alberta too. #Dbw #dbwnewbiz

26-Jan-10 21:43 | ngenner



All the panelists are pretty much saying that if authors are happy, they will not leave. #DBWnewbiz

26-Jan-10 21:43 | ljndawson



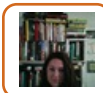
RT @IrisBlasi: Mindshift: Publishers are not selling the book, we're selling the author.-@R\_Nash #dbw #dbwnewbiz

26-Jan-10 21:43 | charleenbarila



Digital First = speed to mkt. or 6 weeks at Harlequin's Carina #DBWNewBiz

26-Jan-10 21:42 | BarbaraAGenco



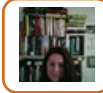
In 9 yrs @SoftSkull (w/ no advance over \$1K), @R\_Nash lost only a single author to a corporate publisher. #dbw #dbwnewbiz

26-Jan-10 21:42 | IrisBlasi



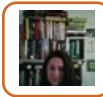
RT @ljndawson: @angelajames: "Ellora's Cave has dev a brand for erotic romance; at Carina we will b known as digi-first pub for genre fiction." #dbwnewbiz

26-Jan-10 21:39 | FreshFiction



I love it when @R\_Nash talks about the future. I plan on listening to him until it actually arrives. #dbw #dbwnewbiz

26-Jan-10 21:39 | IrisBlasi



@R\_Nash forsees indie bkstores eventually "selling" access to core (and loyal) customers. #dbw #dbwnewbiz

26-Jan-10 21:38 | IrisBlasi



totally agree w/ @r\_nash. indies must learn how to better capitalize on that reader ownership b4 it's 2 late. #dbwnewbiz #dbw

26-Jan-10 21:38 | KatMeyer



@angelajames: "digital gives you speed-to-market." #DBWnewbiz

26-Jan-10 21:38 | ljndawson



Nash: 5 years from now independent bookstores will be selling access to customers to those who want that access #dbw #DBWnewbiz

26-Jan-10 21:38 | jhelmus



RT @glecharles: "1 big lie we tell authors is they're all equal. We shouldn't b/c unrealistic expectations" @EoinPurcell #DBWnewbiz

26-Jan-10 21:38 | willentrekin



Agree w/ @r\_nash that 'indies are a hell of a lot closer to owning their customers than the chains' #dbwnewbiz

26-Jan-10 21:38 | TomThompson



"for b+m to try and compete on selection is futile. he or she who owns the reader is the one who will succeed." @r\_nash #dbwnewbiz #dbw

26-Jan-10 21:37 | KatMeyer



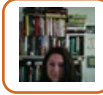
amazon has selection nailed, so in brick/mortar: he/she who owns their reader succeeds @r\_nash #dbwnewbiz #dbw

26-Jan-10 21:37 | katerados



@r\_nash - for brick & mortar indie stores to compete on selection, #fail. Indies own COMMUNITY. #DBWnewbiz

26-Jan-10 21:37 | ljndawson



Mindshift: Publishers are not selling the book, we're selling the author.-@R\_Nash #dbw #dbwnewbiz

26-Jan-10 21:36 | IrisBlasi



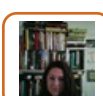
Heehee RT @IrisBlasi Audible gasp from the audience when @angelajames said Carina's books have no DRM--across the board. #dbwnewbiz #dbw

26-Jan-10 21:36 | amywilkins



RT @IrisBlasi: @R\_Nash: Sequencing of versions: get limited ed & digibk out 1st--both most & least valuable right off the bat. #dbwnewbiz

26-Jan-10 21:36 | ljndawson



@R\_Nash: Sequencing of versions: get limited ed & digibk out first--both most & least valuable right off the bat. #dbwnewbiz #dbw

26-Jan-10 21:35 | IrisBlasi



RT @janetgoldstein: RT @ljndawson: @r\_nash: "ppl will (via MFA programs) pay \$25K for access to writer. Others will pay \$.99 for wrk by that writer." #DBWnewbiz

26-Jan-10 21:32 | christineforest



@r\_nash's commentary has extended beyond my ability to tweet it. #DBWnewbiz

26-Jan-10 21:32 | ljndawson



To @R\_nash: How is this scaleable? RN: "We just have to do it. Practically, sequencing." #DBWnewbiz

26-Jan-10 21:32 | ljndawson



James: Publisher as brand works well selling directly to consumer, but money to be made selling via retailers too #DBWnewbiz #dbw

26-Jan-10 21:32 | jhelmus



RT @sarahw: RT @katerados: @eoin\_purcell thinks the ebook is a cul-de-sac - going nowhere #dbwnewbiz #dbw

26-Jan-10 21:30 | ScottKellyBooks



RT @KatMeyer "We're not selling devices, we're selling experiences."-@eoinpurcell #dbwnewbiz #dbw

26-Jan-10 21:30 | glecharles



"1 of the big lies we tell authors is that they're all equal. We shouldn't lie 2 them b/c unrealistic expectations" @EoinPurcell #DBWnewbiz

26-Jan-10 21:29 | glecharles



To @angelajames: What about #cheapebookswillkillusall? AJ: direct-to-consumer gives u more control. #DBWnewbiz

26-Jan-10 21:29 | ljndawson



too. many. limp. mic. jokes. #dbwnewbiz

26-Jan-10 21:29 | katerados



RT @ebooksyearn: But isn't online content from authors just ebooks in new formats? #DBWnewbiz (should be more careful with my hashtags)

26-Jan-10 21:29 | ivanlasso



To Chris Morrow: Is pricing POD different from in-store book pricing? CM: won't be \$9.99. #DBWnewbiz

26-Jan-10 21:28 | ljndawson



But isn't online content from authors just ebooks in new formats? #DBWnewbiz (should be more careful with my hashtags)

26-Jan-10 21:28 | ebooksyearn



Fantastic panel!!!! #DBWnewbiz Now on to questions.

26-Jan-10 21:28 | ljndawson



RT @KatMeyer "We're not selling devices, we're selling experiences."-@eoinpurcell #dbwnewbiz #dbw

26-Jan-10 21:27 | IrisBlasi



RT @ljndawson: @EoinPurcell "Not a huge believer in ebook... cul-de-sac going nowhere; access 2 content online alrdy happening" #DBWnewbiz

26-Jan-10 21:27 | jhelmus



@EoinPurcell "We (as pubs) shouldn't forget what we already do and how we provide value." #DBWnewbiz

26-Jan-10 21:25 | ljndawson



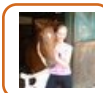
love it! RT @IrisBlasi: Ult mktg "500 bookstore clerks who think ur shit rocks & tell friends about it at bars at night."-RN #dbwnewbiz #dbw

26-Jan-10 21:25 | charleenbarila



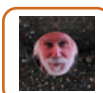
@EoinPurcell "what will be scarce in the future will not be content, but quality, reliable and well-curated content." #DBWnewbiz

26-Jan-10 21:25 | ljndawson



@eoinpurcell sez he is not a big believer in the ebook & it's a cul-de-sac going nowhere #dbw #dbwnewbiz

26-Jan-10 21:25 | kellyleonard



rt .@r\_nash re author contracts: "coercion is not a good basis for a biz relationship" #dbwnewbiz #dbw @chrisbrogan

26-Jan-10 21:25 | geogeller



@EoinPurcell - "think ebooks are more about device selling than anything else." #DBWnewbiz

26-Jan-10 21:24 | ljndawson



@eoin\_purcell thinks the ebook is a cul-de-sac - going nowhere #dbwnewbiz #dbw

26-Jan-10 21:24 | katerados



@EoinPurcell "Not a huge believer in ebook. Think it's a cul-de-sac going nowhere; access to content online is already happening" #DBWnewbiz

26-Jan-10 21:24 | ljndawson



@EoinPurcell "acquiring content to create an online access model. Not large rev earner, & over time hope to acquire backlist." #DBWnewbiz

26-Jan-10 21:24 | ljndawson



cursr 3 yr author contract. contract as 'coercion'. authors shld stay w/you b/c it works for them #dbwnewbiz

26-Jan-10 21:23 | TomThompson



Yes, yes, yes! Smart libraries do this already: RT @ami\_with\_an\_i: @R\_nash: Publishers, you've got to be part of your community. #dbwnewbiz

26-Jan-10 21:23 | hmcormack



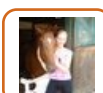
@EoinPurcell Yes, we do have food in Ireland. #DBWnewbiz

26-Jan-10 21:23 | ljndawson



@EoinPurcell "we are strongly focused on 2 core verticals: irish history (core of print & online), irish food & drink." #DBWnewbiz

26-Jan-10 21:22 | ljndawson



@eoinpurcell sez Irish market is still traditional & digital hasn't been huge yet so print still part of his biz model #dbw #dbwnewbiz

26-Jan-10 21:22 | kellyleonard



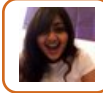
@Eoin\_Purcell -another fellow Irish person- Greenlamp media - arose not by his choice." #DBWnewbiz

26-Jan-10 21:22 | SiobhaneBooks



RT @IrisBlasi: Ultimate marketing: "500 bookstore clerks who think your shit rocks & tell their friends about it at bars at night."-RN #dbwnewbiz #dbw

26-Jan-10 21:20 | rilnj



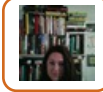
RT @ljndawson @r\_nash "coercion is not the basis on which to build a biz relationship." #DBWnewbiz

26-Jan-10 21:20 | runwithskizzers



.@r\_nash re author contracts: "coercion is not a good basis for a biz relationship" #dbwnewbiz #dbw

26-Jan-10 21:20 | KatMeyer



RT @ljndawson "coercion is not the basis on which to build a biz relationship."-@r\_nash #DBWnewbiz #dbw

26-Jan-10 21:20 | IrisBlasi



@Eoin\_Purcell - Greenlamp media "arose not by my choice." #DBWnewbiz

26-Jan-10 21:20 | ljndawson



Classic!!!! RT @ljndawson: @r\_nash "coercion is not the basis on which to build a biz relationship." #DBWnewbiz

26-Jan-10 21:19 | jhelmus



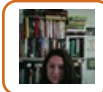
@r\_nash "coercion is not the basis on which to build a biz relationship." #DBWnewbiz

26-Jan-10 21:19 | ljndawson



#dbwnewbiz both @carina and @cursr are looking at short term contracts w/authors (7 and 3, respectively). respond to market change.

26-Jan-10 21:19 | booksquare



Ultimate marketing: "500 bookstore clerks who think your shit rocks & tell their friends about it at bars at night."-RN #dbwnewbiz #dbw

26-Jan-10 21:19 | IrisBlasi



@r\_nash: "We should not use law to demand control over an author's output. If we pub them better, they won't leave." #DBWnewbiz

26-Jan-10 21:19 | ljndawson



@R\_nash: Publishers, you've got to be part of your community. #dbwnewbiz

26-Jan-10 21:19 | ami\_with\_an\_i



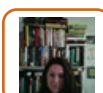
If we're publishing them better [authors] won't leave @r\_nash #dbwnewbiz #dbw

26-Jan-10 21:19 | katerados



@r\_nash: "DON'T CHASE THE MARGIN. Don't tie your working capital up in books in warehouses. In stores? Yes. In warehouses? No." #DBWnewbiz

26-Jan-10 21:18 | ljndawson



"You have to make a commitment to your authors by putting more skin in the game."-@R\_Nash #dbw #dbwnewbiz

26-Jan-10 21:17 | IrisBlasi



...people who r going 2buy Zara r going 2buy Zara - same thing, only diff r labels and one is slightly shoddily produced. #dbwnewbiz #dbw

26-Jan-10 21:16 | KatMeyer