

THE SEYBOLD

REPORT

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BOOK PUBLISHING

Advances in Custom Publishing (Tools of Change, Part 2)

By Steve Paxhia

Using the latest data structuring, personalization and on-demand production technologies, publishers are seeking to do for books what Starbucks did for coffee: create a “personal experience” on a potentially mass scale. At this year’s Tools of Change event, several industry pioneers shared their visions for customizing (and even profiting from) the book experience.

Excerpt about Impelsys from Steve Paxhia's report

The Turnkey Approach

Another TOC participant, **Impelsys**, is a New York-based company with a growing reputation of helping publishers establish their online e-book business. The company’s products and platforms are supported by technical resources based in India. It has an impressive client list including Reed Elsevier, McGraw Hill, Wolters Kluwer, Thomson, Springer, Houghton Mifflin Harcourt and smaller publishers like Marshall Cavendish, Benchmark Education and Prufrock Press. CEO Sameer Sharrif explained their short term strategy, “We’re helping publishers overcome the current economic downturn by providing a low-cost, self-service, online solution to help publishers monetize, market, distribute and deliver content.” The company’s iPublishCentral allows publishers to move their content online, while iPublishWidget allows publishers to generate viral marketing around titles. Shariff is optimistic that once the economy recovers somewhat, “publishers will become increasingly sophisticated in developing unique, branded portals through which they can create innovative content and media, sustain relationships... and secure a profitable online presence integrated with more traditional print offerings.” This is a company to watch over the next few years.

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