Innovating the Book

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What is the future of books?

“Are books and book chapters worth the effort? I don’t think so.”

“Do we need the publishers? What do they provide?”
The reason for change: Books serve purposes

- Communication
- Long term preservation
- Teaching
- Thought Leadership
- Sensory requirements

Print books → eBooks → Journal articles → Tweets → Websites

Author’s content

Business Model

Technology – Economy – Society
Five ways how to strengthen the book:

1. Change book formats (adding features)
2. Add new book formats
3. Inventing new (e)book business models
4. Help authors to create more book-compatible content
5. Change or reshape awareness of requirements
### Examples from the Book Lab:

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<th>Books are means of two-way communication:</th>
<th>Books are subject to high frequency changes:</th>
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<td>eBooks will be places to discuss between readers &amp; authors, lecturers &amp; students (social reading)</td>
<td>Electronic publishing makes it possible to update or modify existing books while keeping the integrity and citability of the book.</td>
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<th>Providing context and analytics:</th>
<th>Books can be offered in OA model:</th>
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<td>Bookmetrix and the SN SciGraph (as LOD) provide analytics to better find books and compare similar books to each other.</td>
<td>Combinations of regular print books (for a reduced price) and open access eBooks</td>
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Experimenting with new Book formats

• Reading is a brand-new experience for the brain.
• If you take into consideration what happens in your brain while you read, you will need different formats for different purposes.
• A more spatial representation will help to understand and memorize quicker → Virtual Reality
Long-term vision: books are like icebergs

- Books will always be offered in many (customized) formats and business models (individually and in collections)
- Books will be communicative. Print and e-formats will be integrated. Books will be subject to quick changes. Books will be adapted and individualized. Books will be embedded in context and connected to other resources.
- There is no single representation of „the book“ any more, books will mostly by invisible under the surface.
- Books might not be recognized by many book readers as books, if they are not reading the full book, but just jumping in and out of a chapter.
- Books will be very different, but will have a future.
Thank you

www.springernature.com/futureofbooks