



# Innovating the Book

Dr. Niels Peter Thomas  
Chief Book Strategist

**SPRINGER NATURE**

## What is the future of books?

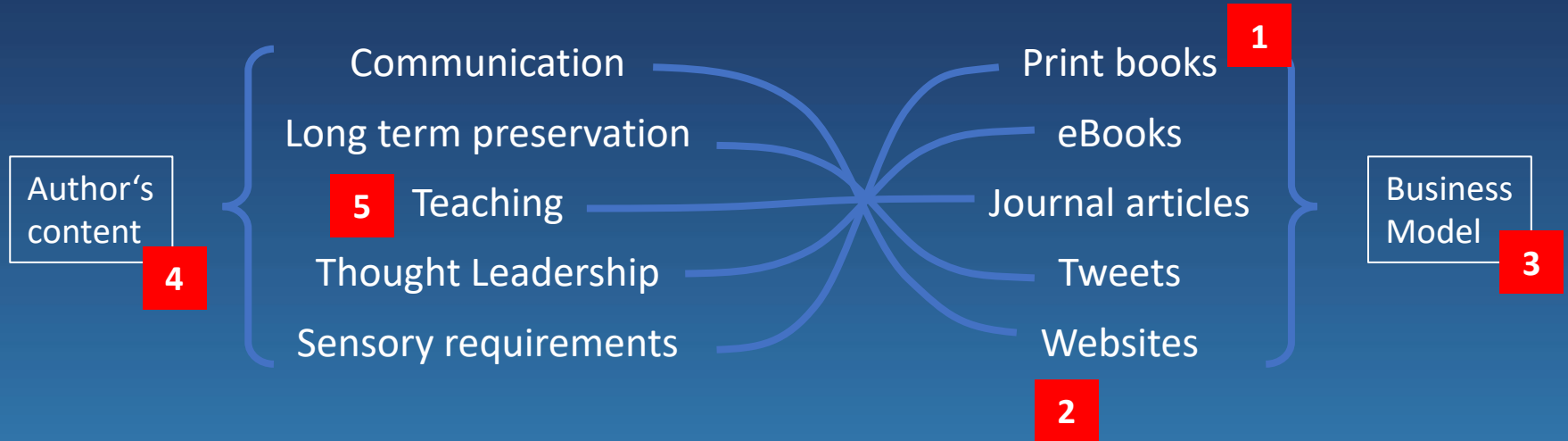
“Are books and book chapters worth the effort? I don’t think so.”

“Do we need the publishers?  
What do they provide?”

# The reason for change: Books serve purposes



# 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:

Books are means of two-way communication:

eBooks will be places to discuss between readers & authors, lecturers & students (social reading)

Books are subject to high frequency changes:

Electronic publishing makes it possible to update or modify existing books while keeping the integrity and citability of the book.

Providing context and analytics:

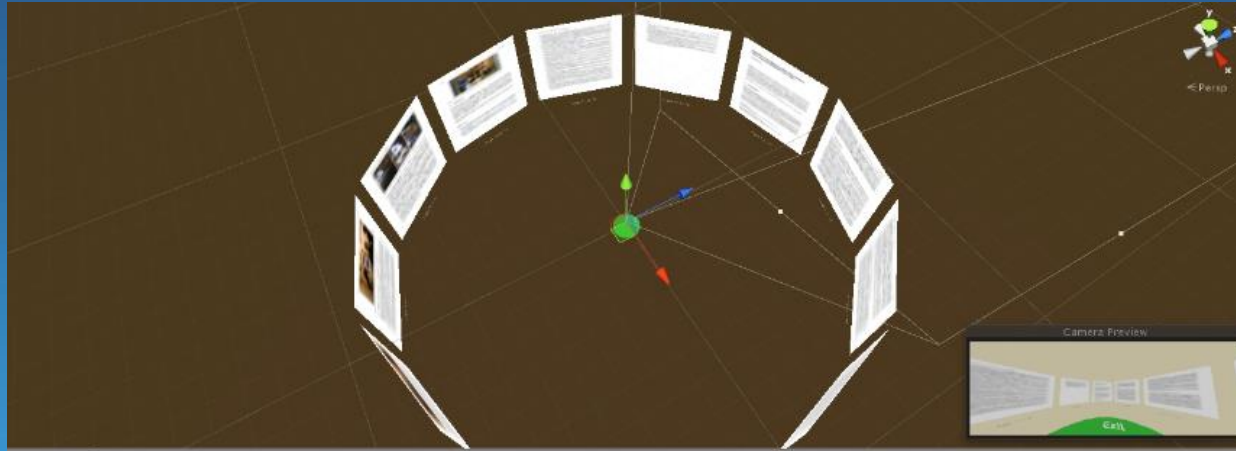
Bookmetrix and the SN SciGraph (as LOD) provide analytics to better find books and compare similar books to each other.

Books can be offered in OA model:

Combinations of regular print books (for a reduced price) and open access eBooks

# 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 be 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](http://www.springernature.com/futureofbooks)