



Nicolae Sfetcu

# Editing and Publishing e-BOOKS

MultiMedia Publishing

# Editing and Publishing e-Books

Nicolae Sfetcu

Published by Nicolae Sfetcu

Copyright 2015 Nicolae Sfetcu

## BOOK PREVIEW

*You wrote a book. Very nice. But you didn't write to keep it for you. You should publish it. The problem is that the publishers charge high prices for some authors pockets, and do it objectively, due to the high cost of printing.*

*But you allowed that luxury, and now you have a printed book, with you as the author. You can keep hundreds or thousands of volumes in your personal library and give it as a gift to your friends in special occasions, or try to distribute in various libraries. You managed to distribute it, the book is beautifully placed in shelves. In time, dust is spread on covers. After a while, the book is withdrawn. It remains to use it as decoration at home, or support for various household items.*

*But lucky for you, there is an alternative, cheaper and more effective, in selling your book: e-Books!*

*e-Book and online publishing market has evolved rapidly in recent years, and a lot of companies have entered this market, as publishers, online bookstores, or promoting e-books.*

## Books

A book is a written document forming a unit and designated as such, containing pages of paper or cardboard connected to each other.

The book is defined by Littre as "a meeting of several sheets for supporting a manuscript or printed text." In his New Universal Dictionary (1870 edition), Maurice Lachâtre defined it as "assembly of several sheets of paper, vellum, parchment, printed or hand-written and sewn together forming a volume covered with a sheet of paper, cardboard, parchment, sheepskin, calf, morocco, etc. "

As for the academic definitions:

"Assembly of handwritten or printed sheets to be read. In antiquity and the Middle Ages, following handwritten sheets together in a band wrapped around a cylinder, or folded and stitched booklets. In modern times, assembly of printed paper sheets, forming a bound or unbound."

"Associating sheets, register where various information is worn, various evidence."

A more technical definition is given by Unesco: "non-periodical printed publication of at least 49 pages, cover pages, published in the country and made available to the public. "

A physical description of the book can retain the following three functions: support of writing, dissemination, and preservation of varied texts, transportability. At the hardware level, a book is a volume of bound pages, with texts under a common title page. The form induces a linear organization (pagination, chapters, etc.). It also includes access to "snap" tool (index). There are a lot of books by genre, intellectual structuring, recipients, according to the method of manufacture and formats, depending on usage. Exceptions, such as the artist's book, a book is published in multiple copies by a publisher, as evidenced by the identifiers that is included mandatory.

In intellectual work designed by an author, the book serves as an interface with a reader and extends communication capabilities beyond space and time. Cultural objects for human history, it helps to convey meaning in a particular physical form. For the reader, "a book is an extension of memory and imagination. "

## **The Book Science**

The science of the book is called Bibliology; it relates the history of the book and its manufacturing, distribution and conservation. The study of the book, in its part has many economic, sociological, political and ideological aspects: the book as a product (technical, publishing, broadcasting opportunities or not, etc.), as a work (aesthetics its binding, for example), etc. Furthermore, reading is the usual purpose of the book, adding a sociology and history of reading (public and private libraries, how to read ...). Other sciences are also interested in the book:

- bibliometrics;
- codicology;
- paleography.

## **Book chain**

### **Creation**

The author writes the text. If there is a collaborative work, there may be several authors.

The author gives or not the rights for use of his work to a publishing house which is in charge of the broadcast, depending on the jurisdiction.

## **Production**

The editor has three functions: intellectual, economic and technical.

He selects from the many manuscripts he receives those he deems worthy of publication, possibly after modification or adaptation. This judgment is based on the qualities he finds in the text, but also on the success it assumes that know the book and therefore the profitability of the editorial operation. When the editor think there is a market for a certain type of book, it is he who can find an author whom he spent a write command.

The publisher, on behalf of his publishing house, took most of the financial risk of publishing (layout and model, if necessary translation, printing and distribution) and profit sharing between the author, distributor and bookseller.

With the production manager, he coordinates all the players to the completion of the book: the author, corrector, the printer and the jobber or industrial binder.

Now, books can be sent directly to publishing houses on the internet as a digital book. Some are free and others with a fixed or variable price.

## **Marketing**

Once the book is done (printed, bound ...), it is put on the market by the distributor and the bookstore. Meanwhile, his promotion comes from various media reports. Book marketing is governed by the law in many states.

## **Other forms of secondary spread**

In recent years, the book had a second life in the form of reading aloud. This is called public readings of published works, with the assistance of professional readers (often known actors) and in close collaboration with writers, publishers, booksellers, librarians, leaders of the literary world and artists.

Many individual or collective practices exist to increase the number of readers of a book. Among them:

- abandonment of books in public places, coupled or not with the use of the Internet, known as the bookcrossing;
- provision of free books in third places like bars or cafes;
- itinerant or temporary libraries;
- free public libraries in the area.

## **Evolution of the book industry**

This form of the book chain has hardly changed since the eighteenth century, and has not always been this way. Thus, the author has asserted gradually with time, and the

copyright dates only from the nineteenth century. For many centuries, especially before the invention of printing, each freely copied out books that passed through his hands, adding if necessary his own comments. Similarly, bookseller and publisher jobs have emerged with the invention of printing, which made the book an industrial product, requiring structures of production and marketing.

The invention of the Internet, e-readers, tablets, and projects like Wikipedia and Gutenberg, are likely to strongly change the book industry in the years to come.

## **Book economics**

### **Descriptive elements**

#### **Reading and editing**

From the perspective of the economy, editing and reading are respectively the supply and demand in the market of books. Internationally, the situation in this regard are very different.

Meanwhile, time spent for reading is an important indicator to the extent that such activity is in competition with other forms of entertainment (music, film, computers). Thus, in most OECD countries, between 10 and 20% of adults read daily for pleasure, with marked differences between men and women.

#### **Dynamics and composition of the tender**

In terms of supply, book economics reasons on two different units, firstly the "title" (characterized by a text) and secondly the "copy", the book itself. In terms of titles, production has increased in almost all OECD countries since 1975. This trend is related to the increase in revenues and the level of education of the population.

#### **The Book market**

In 2000, the European book market accounted for 27 billion euros in sales. The publishing market with a fringed oligopoly structure, a large part of the market is held by a small number of large publishing houses with several hundred titles, while the average house publications varies from 20 to 40 titles, and the majority of the houses have within 10 titles published per year.

In marketing terms, the situation is much more mixed. Unless the United States, most of the book sale is not made directly by the publisher, but through retailers (specialized, bookstores, or more general supermarkets) or book clubs. In some countries, large retailers occupy a very important place (Feltrinelli for 25% of retail sales in Italy, Waterstones and WH Smith 20% and 18% in the UK, Fnac 15% in France), while the distribution is very concentrated in others (Thalia, the largest seller in the German market, itself the largest market in Europe, accounts for only 3% of retail sales).

## **Book sales**

### *Sale channels*

The books are selling through three main channels: retailers, book clubs and direct sales by publishers. The use of these three channels is very mixed across countries, as shown in the income distribution of the publishers depending on the distribution channel.

Data on Internet sales are still partial. They are more common in the UK, with 17% of sales, a figure that appears to have stabilized, 4% to 5% in Germany, 1.5% in France.

### *The price issue*

The sensitivity of the demand for books in book prices is the subject of controversy among economists. Estimation of demand elasticity in relation to prices vary from -0.6 in Flemish Belgium to -1.4 for aggregated price indices, and up to -2 to -3 for an estimate individual securities . The difference between the elasticity with respect to the index and that of the individual securities held more in the highest capacity of substituting one title to another than to substitute another cultural asset to a book. More generally, data, usually in time series, do not allow to separate the specific effect of the price of the books of the effect of price changes of close cultural objects (disks, computers).

.....

## **Contents**

### Books

- The Book Science
- Book chain
  - - Creation
  - - Production
  - - Marketing
  - - Other forms of secondary spread
  - - Evolution of the book industry
- Book economics
  - - Descriptive elements
    - - - Reading and editing
    - - - The Book market
  - - Writing and editing books
    - - - An endless supply of writers?
    - - - Publishing contracts
  - - Book market theory
    - - - Differentiated products with uncertain prospects
    - - - Booksellers, prescribers and word of mouth

### Editing

- Calibre
- - Management of one or more libraries
- - - Structure
- - - User Interface
- - - Virtual or separate libraries
- - e-Book conversion to various digital formats
- - Synchronization with e-readers and other e-book reading devices
- - - Managed e-readers
- - Downloading articles from the web and publishing as a digital book
- - e-Reader
- - Content server for online access to its collection of books
- - Calibre and DRM
- iBooks Author
- Sigil

#### Publishing

- Book publishing
  - Book manufacturing and trade
  - - Creation
  - - From the author to the publisher
  - - From the publisher to the printer
  - - Printing
  - - Marketing
  - Intellectual activity
  - Publishing houses
  - Vanity press
  - - Commercial service
  - - Conditions
  - Small press
  - - Definitions
  - - - Pragmatic definition
  - - - Independent publishers facing the majors publishers
  - - - Proposals to reform the publishing industry
  - Self-publishing
  - - Stages of publication
  - - Market
  - Print on demand
  - - Benefits
  - - Applications
  - - Dedicated machines
- #### Electronic publishing
- Network edition
  - The web content
  - Print on demand
  - Free license vs. proprietary license
  - Project Gutenberg
  - The digital edition

- The "ideal" characteristics of the electronic text

- - Readability
- - Maneuverability
- - Quotability
- - Localization
- - Impacts

- COUNTER

- Open access

- - Authors and researchers

- e-Books

- Advantages and disadvantages

- - Maneuverability
- - Accessibility
- - Independence of the reading device
- - Risks

- History

- Digital Rights Management (DRM)

- - Watermarking

- - Free books

- e-Book formats

- EPUB

- - Concept

- - Reading material

- - - eReaders

- - - Smartphones and tablets

- - Software

- - - EPUB Managers

- - - EPUB Readers

- - - EPUB Editors

- - - Word processing and desktop publishing software exporting to EPUB

- - - EPUB Converters

- MP3 files

- - Uses

- - Utilizations

- PDF documents (Portable Document Format)

- Word DOC documents

- - Alternatives

- ZIP files

- - Decompression programs

- - Tips

- e-Readers

- History of e-book readers

- e-Book reader specifications

- e-Books or paper book?

- - Benefits

- - Disadvantages



- Environmental impact
- Amazon Kindle
- - Description and features
- iBooks
- - Presentation
- - Installation
- - Operation
- - Formats
- Nook
- - Technical specifications
- Scribd
- - Supported formats
- - Products and features
- Quotes
- References
- About the author
- Nicolae Sfetcu
- - By the same author
- - Contact
- Publishing House
- MultiMedia Publishing

# Book

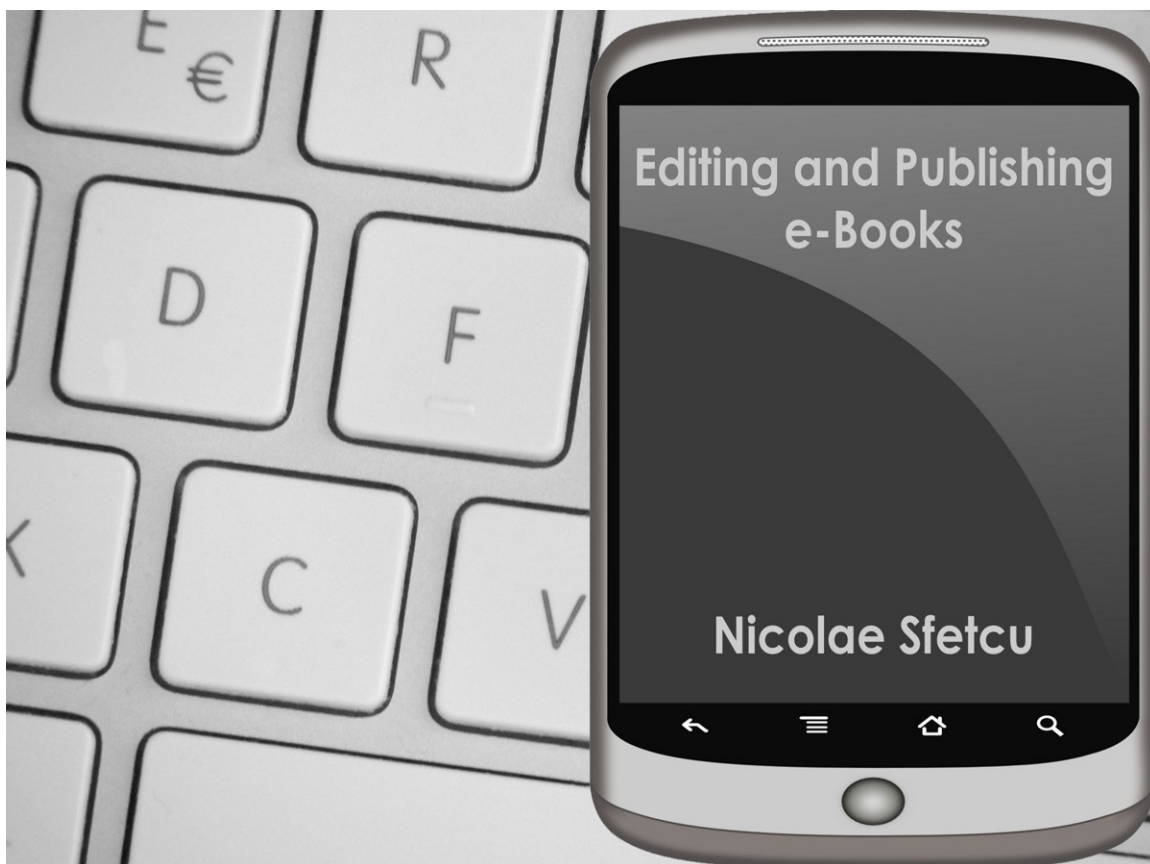
You wrote a book. Very nice. But you didn't write to keep it for you. You should publish it. The problem is that the publishers charge high prices for some authors pockets, and do it objectively, due to the high cost of printing.

But you allowed that luxury, and now you have a printed book, with you as the author. You can keep hundreds or thousands of volumes in your personal library and give it as a gift to your friends in special occasions or try to distribute in various libraries. You managed to distribute it, the book is beautifully placed in shelves. In time, dust is spread on covers. After a while, the book is withdrawn. It remains to use it as decoration at home, or support for various household items.

But lucky for you, there is an alternative, cheaper and more effective, in selling your book: e-Books!

e-Book and online publishing market have evolved rapidly in recent years, and a lot of companies have entered this market, as publishers, online bookstores, or promoting e-books.

MultiMedia Publishing House Edition: <https://www.telework.ro/en/e-books/editing-publishing-e-books/>



## About the author

### Nicolae Sfetcu

Owner and manager with MultiMedia SRL and MultiMedia Publishing House.

Project Coordinator for European Teleworking Development Romania (ETD)

Member of Rotary Club Bucuresti Atheneum

Cofounder and ex-president of the Mehedinti Branch of Romanian Association for Electronic Industry and Software

Initiator, cofounder and president of Romanian Association for Telework and Teleactivities

Member of Internet Society

Initiator, cofounder and ex-president of Romanian Teleworking Society

Cofounder and ex-president of the Mehedinti Branch of the General Association of Engineers in Romania

Physicist engineer - Bachelor of Physics, Major Nuclear Physics. Master of Philosophy.

## Contact

Email: [nicolae@sfetcu.com](mailto:nicolae@sfetcu.com)

Facebook/Messenger: <https://www.facebook.com/nicolae.sfetcu>

Twitter: <http://twitter.com/nicolae>

LinkedIn: <http://www.linkedin.com/in/nicolaesfetcu>

YouTube: <https://www.youtube.com/c/NicolaeSfetcu>

# Publishing House

## MultiMedia Publishing

*web design, e-commerce and other web applications \* internet marketing, SEO, online advertising, branding \* software localization, English - Romanian - French translation \* articles, desktop publishing, secretarial services \* powerpoint, word and pdf presentation, image, audio and video editing \* book and e-book conversion, editing and publishing , isbn*

Email: [office@multimedia.com.ro](mailto:office@multimedia.com.ro)

MultiMedia: <http://www.multimedia.com.ro/>

Online Media: <https://www.telework.ro/>

Facebook: <https://www.facebook.com/multimedia.srl/>

Twitter: <http://twitter.com/multimedia>

LinkedIn: <https://www.linkedin.com/company/multimedia-srl/>