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news

Our continuing efforts to boost our presence in the North American retail market proved very successful this quarter:

- * Borders Group, which operates the Borders, WaldenBooks and Brentano stores, notified us early February that our authors' titles can now be ordered in all of their stores and websites.
- * Baker & Taylor, the other major distributor besides Ingram, started to carry our authors' titles in January. They are also the largest supplier to libraries, giving us additional exposure in this market as well.

from our authors

We received a message, quoted below, from Dr. Butler, who wrote *The Idea of a Right*. His book is a serious discourse on the historical development of human and natural rights, from the ancient Greeks until the last days of the 20th century.

"Thank for your quick and thorough response. Once again I am impressed by your professionalism. I could not ask for anything more. I have spent the last six months in Shanghai -- I am even more convinced talking about rights is important."

So are we. It is our privilege to assist Dr. Butler in this mission.

editorial flash

The cry of the early Internet pioneers was, "Information wants to be free!" We still hear the echoes of those cries, although the folks at Napster probably wonder what that faint sound is.

The new motto of the Web generation may be "Information wants to be repurposed." What does this mean to us writers, artists, researchers, and information providers in general? For starters, it means that for information to have value, it can't be "flat" anymore. It has to be linked with other information. An article about a new drug therapy for Parkinson's disease, without links to safety information and online communities of patients, is about as appealing as a burger sandwich without lettuce, tomato, and condiments. A financial website, which provides stock quotes without the tools to move the numbers into your spreadsheet, or to initiate a trade on the spot, is going to lose the attention of visitors who will go to others that offer useful knowledge and tools, not just scrolling numbers.

What all of us must do, consequently, is to discover new ways of making information compelling, to add value, and to embed the kind of useful features that make it worthwhile for your readers, viewers, and clients to buy from you and keep your work in the formats you created for it.

Steven Kingsley
Your editor

in the entertainment corner now

showing the multimedia capabilities available to you



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