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## news

Things are definitely on the upswing for us and, hopefully, for all of you too! Out of a great number of projects, these made the most progress :

- \* *Unreal Estate*, our delightful new title from Peter Taryan was finally finalized (pun intended). It will be available through our new iBook ebook store in the first quarter of 2004.
- \* Our favorite octogenarian author, James Hart of *Grandpa and the Computer*, also extended his contract with us. We will bring his book to our ebook store in early 2004 as well.

## from our editors

New iBook program in our eBook Store? 99 cent ebooks? Are we out of our minds, or what?

We decided last November that sales numbers from Apple's new iTunes music and audio book download store did finally prove a point: people are willing to pay for digital content if the price is right. (25 million downloads in 6 months did get our attention.)

So we hatched our version.... We call it the [iBook program](#), through which we will sell our authors' works as ebooks, music, and other downloadable files for, you guessed right - 99 cents!

## editorial flash

In talking with econtent providers about the impact of the increasing depth of the Web, I often hear the same response: How can you make a business decision based on content that may be transitory, whose source you may not be able to determine, or was not vetted by an editor or publisher? For many information needs, though, what a searcher needs is an answer, not necessarily the answer.

This poses a significant challenge to web database and econtent companies. The attitude of "I can find a good enough answer on the Web" often carries over into more serious research. Many Web users, including yours truly, can find something that is well-formatted, appears to be current, and—while perhaps not complete—at least satisfies an information need. We may not realize that lives, fortunes, and futures may be built on less than adequate data, all in the name of expediency and free access.

Value-added online services offer unique content, powerful search tools, and the means to deliver highly targeted information. They maintain deep archives that remain stable over time. Our job is to raise the information expectations of our clients and patrons, so that they, too, know when to use eBay and when to use the high-end information marketplace.

Steven Kingsley, Editor

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