

# The Future of the Book (The Book of the Future)

#Periscope - Jonathan Fullmer, VivaKi Staff Writer



It's no secret that tablets, e-Readers and smartphones have changed the way people read and interact with text. [USA Today reported](#) that 20% of total book sales are eBooks. More and more people are turning to electronic devices for their reading needs, as indicated by Amazon's announcement that Kindle eBook sales in the UK outshone print book sales in early August.



## Kindle ebook sales have overtaken Amazon print, says book seller ...

Aug 6, 2012 ... Amazon.co.uk says downloads have overtaken print book sales. ... Close this popup. Short link for this page:

[http://gu....](http://gu...)  
GUARDIAN

And Apple recently topped Microsoft's record for having the highest daily market value in the States, naming the iPhone as their number one reason for success, while also announcing their plans to release a smaller iPad that will compete with Amazon's Kindle and other e-Readers ...



### Apple Reaches Record Valuation on New iPhone, iPad Expectations

Aug 21, 2012 ... Apple set a U.S. record for market value yesterday, surpassing the high mark reached by Microsoft during the internet ...

ADAGE

One question is now more compelling than ever before: What will happen to the printed book? Could Apple and its competitors effectively eliminate the need for print media, leaving the printed form as an antiquated or specialized medium? Or is the market simply changing to fit the needs of today?

Many people are torn, realizing the benefits of reading on, say, a portable, versatile tablet as opposed to lugging around a book that is often bulkier and may weigh more than a tablet.



### Will tablets save print media? RJI survey results indicate its too soon ...

May 22, 2011 ... One of the biggest questions is will tablets, like the iPad, save print media. They present hope for many print

publis...  
RJIONLINE

There are, of course, plenty out there who see no reason for publishers to resist the tidal wave of electronic text.



### The Millions : The Bathrobe Era: What the Death of Print ...

Apr 30, 2012 ... The Pew Research Center's "State of the News Media 2012" report offers a sobering portrait of what has

happened to...  
THEMILLIONS

### E-Books to dominate by 2020 | Print Media Centr

Oct 17, 2011 ... Print Media Centr homepage ... a 'tipping point' of sales from print to digital will occur between 2015 and 20...

PRINTMEDIACENTR.COM

And others, like *American Journalism Review* writer Rachel Smolkin, say that because of rising printing costs and a growing desire for instant accessibility, digital publishing won't disappear anytime soon, instead, book and magazine publishers and newspapers had better suck it up and get with the times.

 **Adapt or Die | American Journalism Review**

14 hours ago ... People looked at it and said, 'If it can happen to Knight Ridder, I better ... In October, the new-media team laun...



Some publishers are even embracing the book opportunities implicit within our current technology. For example, take Al Gore's *Our Choice*, an interactive book experience that incorporates documentary video, responsive infographics, narrations by the author himself, GPS location identification, and even breath recognition, all of which hint at the vast possibilities that more publishers will likely explore in the near future.

As the medium continues to serve the form, some reluctant readers are finally caving in to the trends.



**Jami JoAnne Russell**

Well, I really don't want an ereader, but so many of my favorite authors are making things that are only ereader available, plus one of the library HQ staff told me I HAD to learn how to use them. (I'm just a clerk and always seeking ways to get OUT of the library and into music. Even if it means "reality" tv. So why do I have to learn?) So I put a Kindle Fire on my Amazon wish list. \*sighs\* I'll have to try and save up the money for it. Do you suppose this qualifies for the site [WhiteWhine.com](http://WhiteWhine.com)? I mean, I don't want an ereader. I like "dead tree" books better. But it seems like everything is pushing me into getting one



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And others, whether they're fighting what some might call an impossible battle, or are simply unconvinced that eBooks will last, are speaking out for good-old-fashioned paperbound books.



**Stacy Nguyen**

@hellostaceface

@anh\_thule I don't own a kindle because I like the smell of new books and physically flipping pages too much lol



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**Book Dirt: 25 Reasons Real Books Are Here to Stay**

Jan 1, 2012 ... 25 Reasons Real Books Are Here to Stay. The e-book publishers would have us believe that paper books are being rounded ...

BLOGSPOT

the marketability and sales of print media, pointing to the era of record-high CD sales during Napster's heyday in the '90s. "We should add print books to the other forms of dead media," he says sardonically, "including, radio, TV, music CDs, stage plays, movies, magazines, newspapers, the USPS, and stone cutting."



### [Will Ebooks Kill Print Books? | John C. Dvorak | PCMag.com](#)

May 2, 2011... they think the ebook will kill the print book, but actually it will make book publishing more profitable. ... The

same w...

PCMAG

British Novelist Sam Leith, writing in *The Guardian*, says he also envisions a world in which both print and digital books coexist, though he points out that one problem with all our Wi-Fi-enabled reading devices is something he calls "wilfing", "adapted from the acronym WWILF, or 'What was I looking for?'" The term refers to our propensity to become distracted from our original goal or task once we have the Internet and an easy technology tool placed in front of us.



### [Is this the end for books? | Books | The Guardian](#)

Aug 14, 2011 ... Personally, I have bought no fewer print books since I got my Kindle in the first release. .... Seriously, it will nev...

GUARDIAN

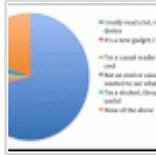
And few people will disagree with Leith: Reading on the same electronic devices we use to check and send emails and texts, check the weather, and pay bills certainly makes for plenty of potential distractions, says a recent report in the *New York Times*.

### [E-Books on Tablets Fight Digital Distractions - NYTimes.com](#)

Mar 4, 2012 ... With diversions like e-mail, Twitter, YouTube and games a few taps away, ... Search All NYTimes.com. New York Times. Bu...

NYTIMES

So if paper books are still in such great demand, or at least continue to serve as a reliable format for simple, distraction-free reading, what's the draw for people to purchase an e-Reader? According to the blog eBooks in Public Libraries, which is devoted to "educating patrons about eBooks in public libraries," some of the reasons that topped their study included "Portability" (86%), "Lack of shelf space in the home" (64%), "Legally free books" (52%) and "Instant gratification" (38%).



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### Why do people read eBooks? - eBooks in public libraries

Resources for educating patrons about eBooks in public libraries ...

Over 70 percent of respondents "read a lot" and thought ...

Slate's Farhad Manjoo is even convinced that Amazon will eventually begin handing out the Kindle for free. Why, you might ask? Because "Every time Amazon drops the price of the Kindle, sales of the device and sales of Kindle books increase dramatically," he says. In other words, it's all about making the bottom dollar.



SLATE

### Free Kindle: Next week or next year, Amazon will ... - Slate Magazine

1 day ago ... My record on predictions about Amazon is mixed at best. Two summers ago, I guessed that "before the holidays," Amazon wou...

While Manjoo's theory may sound like a bit of a stretch, it also reminds us of the age-old balancing act of art and commerce, which seems to be at the very heart of the dilemma. Companies such as Apple and Amazon may control the technological trends, but it may be a while before artists, sentimentalists, and other paper book lovers stop butting heads.