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STM References On-line





Now

Who is, What is, Why not, and Why on-line.

Distributed access makes sense.

The models: e-...



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Publisher Opportunity

Lever “branded” \$1MM+ products.

Meet customer demand.

Identify and cement relationships with
10,000’s of “subscribers.”

Stabilize and increase cash flow.



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User Opportunity

Efficient, “progressive”, distributed products.

Current, editorially responsive content.

Build usage with “brands.”

Lead the process.



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Mutual Concerns

Budget.

Pricing and “product positioning.”

Does distributed access kill “Individual” sales?

Reporting – “A double edged sword.”

Archives.



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Future

Electronic only delivery.

Corporate publishers = better
products for less money.

Network publishing.



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