Now

Who is, What is, Why not, and Why on-line.
Distributed access makes sense.
The models: e-...
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.
Mutual Concerns

Budget.
Pricing and “product positioning.”
Does distributed access kill “Individual” sales?
Reporting – “A double edged sword.”
Archives.
Future

Electronic only delivery.
Corporate publishers = better products for less money.
Network publishing.