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THE FUTURE OF ELECTRONIC BOOKS

By Craig Lock

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I believe ebook publishing is the way of the future (as shown by Steven King's "Riding the Bullet"), though I believe there will always be a place for traditional publishing with paper books. People will always love holding a real book out in the sun for their holiday reading. I just believe electronic-publishing is way cheaper and immediate compared to "hard copy" publishing. Thus it has many benefits for the reading consumer, as well as talented new authors, who may find great difficulty in getting their work accepted by traditional publishing houses—especially the well-known ones who rarely take on new authors in the current harsh publishing environment.

In addition, things are moving so fast with reading aids in electronic publishing. New technology is constantly developing the hand-held reader, so soon you may be able to down-load novels at the beach.

May the two forms of publishing work in tandem in the future, to the benefit of the consumer. In time all of Craig Lock's 17 books will be available both electronically, as well as paper copies.

We have an ultimate vision (or dream) of Gisborne on the East Coast of the North Island of scenic and tranquil New Zealand being a "renowned and recognised" centre of electronic, as well as conventional publishing, a world-renowned centre in providing quality courses in distance education and adult online teaching. perhaps one day even a centre of excellence in developing technology in the South Pacific.

(Thanks to my "technogeek" associates, Stefan Van Lingen, Bill and Erich

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for all their help, drive, talent and vision, as I don't understand modern technology).

We believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief, faith in yourself and persistence (not necessarily in that order) is the key to marketing success and seeing a vision turn into reality.

That is our ultimate vision and something we at Eagle Productions in association with Bill Rosoman of Nugrow Technologies here in Poverty Bay (oops er sorry, Eastland) and Stefan Van Lingen

of Gauteng, South Africa are daily striving towards with all our energies and creative endeavours.

Craig Lock

" Whatever the mind can conceive, can be achieved."

– Johann Wolfgang Von Goethe

"We can all use the internet to reach out to the "global community" and build a better world in this new "Information Revolution" that is upon us. Let's use it wisely, respect our diversity and unique cultures; but celebrate a new world in union. One where, like your founding forefathers in America, you can first celebrate the Independence Day of the strong burning creative spirit that is within you. If set alight, it is a flame that will burn brightly and make your personal VISION of the future a REALITY...and perhaps even your unique DESTINY."

"Life is about finding, then following the dream... and one's dream/vision comes to reality through believing in yourself, making the commitment and then creating it."

Craig Lock <http://www.craiglock.com> Craig's various books* (hard copies, CD's, "talking books" and e-books) are available at: <http://www.novelty-gift.com/> and <http://www.bridgeniche.com/CLOCK/zaniestbooks.htm>

The Old Fashioned Books Vs. Free Audio Books

By Paton Jackson

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In the last two decades a new concept has arisen – The concept of listening to a book instead of reading the book. The audio book technology is still developing but audio books are getting more and more popular. However, the old fashioned book is still the much more common than any other method. In this article we will elaborate on the differences between these two book methods:

1. Size and Weight - The audio book does not have the limitation of the the size and the amount of the printing words. The advance in technology imposes the size of the audio book. The newest audio books could be stored as an audio file in mobile electronic devices as Ipod or Palm pilot.

2. Convenience – The audio book has the limitation of listening only from certain predefined points or from the exact point one stopped listening the last time. Reading an old fashioned book is much more flexible of course. If you only want to go through a book without reading it from start to end, do not even consider having an audio book.

3. Listening to an audio book could be done anywhere anytime - while exercising in the gym, driving through the heavy traffic to work etc. It helps you make the most of your time. Reading the old fashioned book requires certain conditions like concentration and quiet and relaxed surroundings.

4. Price - Surprisingly, in general the old fashioned books costs less than audio books. Depending on the different titles and different methods of audio books it can vary. Among the audio books, audio books on MP3 files are the less expensive ones.

5. The experience - the experience of reading a book is unique and can not be the same as listening to audio books. In addition, audio books do not have paintings in them like some of the old fashioned books.

Summing up, we believe that audio books and the old fashioned books could exist together one besides the other and not one instead of the other.

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