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30 de Março 2012



Ebooks: desafios, perturbações e inovações

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GPOPAL – Universidade de São Paulo

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Ebooks: desafios, perturbações e inovações

- Preço
- Inclusão digital
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Ebooks: desafios, perturbações e inovações

- Preço
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- Comportamento

Ebooks: desafios, perturbações e inovações



How Apple is sabotaging an open standard for digital books

By Ed Bott | January 22, 2012, 3:00pm PST

Summary: *For nearly two years, Apple has wooed digital book publishers and authors with its unconditional support of the open EPUB standard. With last week's introduction of iBooks 2.0, Apple has deliberately locked out that standard. Here's why you should care.*

Update: *This post is part of a series. If you find this topic interesting, I recommend you read the two follow-ups as well:*

- *Some standards are more open than others*
- *Closing thoughts on Apple's greedy, "crazy evil" iBooks license*

<http://psfl.in/60>



- “There is no doubt that e-books are a bright spot in the dismal economics of publishing. The current market is strong — according to a recent Harris Interactive poll, one in six Americans now uses an e-reader, and that number will grow as consumers become more comfortable with the technology.”
- The Association of American Publishers reports that e-books have risen in 2010 to 6.4% of the trade market, up from 0.6% in 2008. The Institute for Publishing Research predicts that by 2015, e-book sales will increase **to \$3.6 billion, from \$78 million in 2008**. In publishing terms, that’s petrodollars.

<http://www.forward.com/articles/148713/the-future-of-publishing/?p=all#ixzz1qYt50Lzq>



- Sobre os livros digitais e os impressos, a pesquisa Retratos da Leitura no Brasil mostra que a maioria, 52%, acredita que os livros tradicionais nunca vão acabar e que irão conviver igualmente com os digitais. Dezesete por cento dizem que os impressos vão continuar, mas em pequenas edições. Para 7%, é uma questão de tempo para que os livros no papel deixem de ser publicados. **Outros 7% afirmam que os digitais serão sempre para poucos interessados.**

<http://www.prolivro.org.br/ipl/publier4.0/texto.asp?id=1815>

Replicação de modelos de outros setores

“Roll over, Gutenberg! Publishing legend Jason Epstein says the only way to save the book industry is to get rid of all the books.”

<http://www.thedailybeast.com/blogs-and-stories/2009-01-08/an-autopsy-of-the-book-business/full/>

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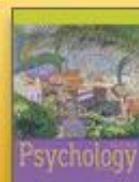
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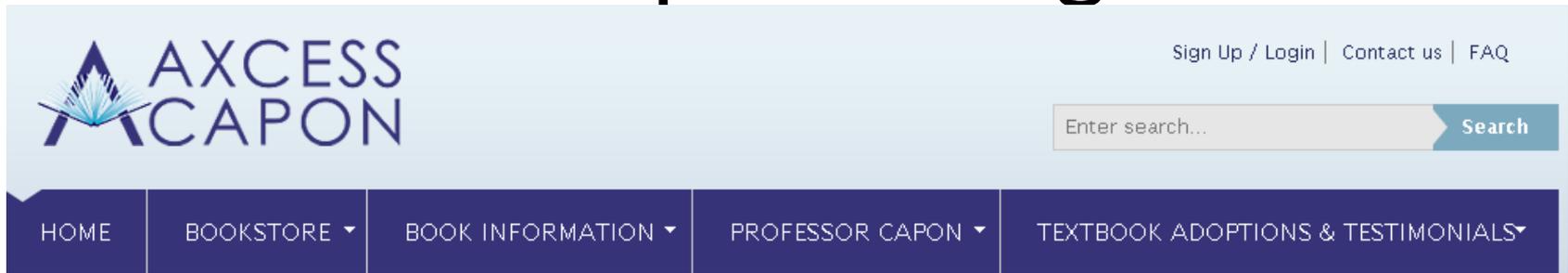
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To: Faculty And Students

From: Professor Capon, Columbia Business School, New York, NY

- For most marketing faculty, textbooks fill an important role in designing your courses.
- For students, a good marketing textbook plays a valuable role in the learning process
- Virtually all serious marketing textbooks are priced well in excess of \$100. Some prices are even over \$150.
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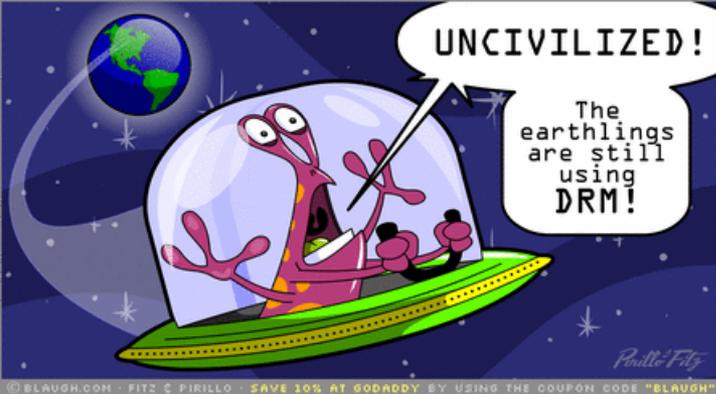
By [Hiawatha Bray](#)

Globe Staff / July 18, 2008

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Faced with soaring prices for textbooks, cash-strapped students have discovered a tempting, effective, but illicit alternative - pirated electronic books, available for free over the Internet. (Full article: 1085 words)



“Digital textbooks done wrong”

E-textbooks are too expensive

- The e-textbooks we surveyed cost on average exactly the same as a new hard copy of the same title bought and sold back to the bookstore.
- The e-textbooks we surveyed cost on average 39% more than a used hard copy of the same title bought and sold back online.

Printing is costly and difficult

- Printing was limited to 10 pages per session for each of the e-textbooks we surveyed.
- Buying and printing half of an e-textbook was three times the cost of buying a used hard copy and selling it back to the bookstore, for the books we surveyed.

E-textbooks are difficult to access

- Students have to choose between using the book online or using it offline - they cannot do both.
- Most (75%) of the e-textbooks we surveyed expired after 180 days, so students do not have the option to access their books in the future.

Preço e acesso



Preço médio do livro didático sofreu um aumento de 217% no período de 1994 a 2005, subindo de R\$2,20 para R\$6,97. (IPEA (2007))



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October 24, 2010

To Save Students Money, Colleges May Force a Switch to E-Textbooks



Chad Pilster for The Chronicle

Daytona State College, where Rand S. Spiwak, executive vice president, uses an e-reader, is among the institutions planning a switch from paper to electronic textbooks.

By Jeffrey R. Young

You've heard it before: Digital technologies blew up the music industry's moneymaking model, and the textbook business is next.

For years observers have predicted a coming wave of e-textbooks. But so far it just hasn't happened. One explanation for the delay is that while music fans were eager to try a new, more portable form of entertainment, students tend to be more conservative when choosing required materials for their studies. For a real disruption in the textbook market, students may have to be forced to change.

That's exactly what some companies and college leaders are now proposing. They're saying that e-textbooks should be required reading and that colleges should be the ones charging for them. It is the best way to control skyrocketing costs and may actually save the textbook industry from digital piracy, they claim. Major players

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Past Coverage

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Washington's 2-year colleges out to beat high cost of textbooks

By Katherine Long

Seattle Times higher education reporter

Here's an idea that would take a big bite out of the cost of a two-year college degree:

Gather state community-college faculty members who teach "English Composition I." Use state and federal grant money to pay them to assemble a top-notch textbook on the subject. Sell a digital version of the book for \$30. Ditch the \$100 textbook from commercial publishers.

Because they're digital, books produced this way could be adapted or updated on the fly to fit different classes. The books would be owned by the public, since public funds were used to create them.

They could lower the cost of a two-year degree, with some studies showing students spend up to \$1,000 a year on textbooks.

And the same model could be used to develop books for K-12 classes, and for classes at four-year universities.



KEN LAMBERT / THE SEATTLE TIMES

Thanks to a federal grant, Kristen Connely, director of the bookstore at Bellevue College, said the college will have 500 netbooks loaded with open-source electronic textbooks.

Open-source course materials

Free textbooks: "Collaborative Statistics," a statistics textbook: <http://cnx.org/content/col10522/latest>
Linear algebra, a textbook from Robert Beezer, University of Puget Sound: <http://linear.upu.edu>





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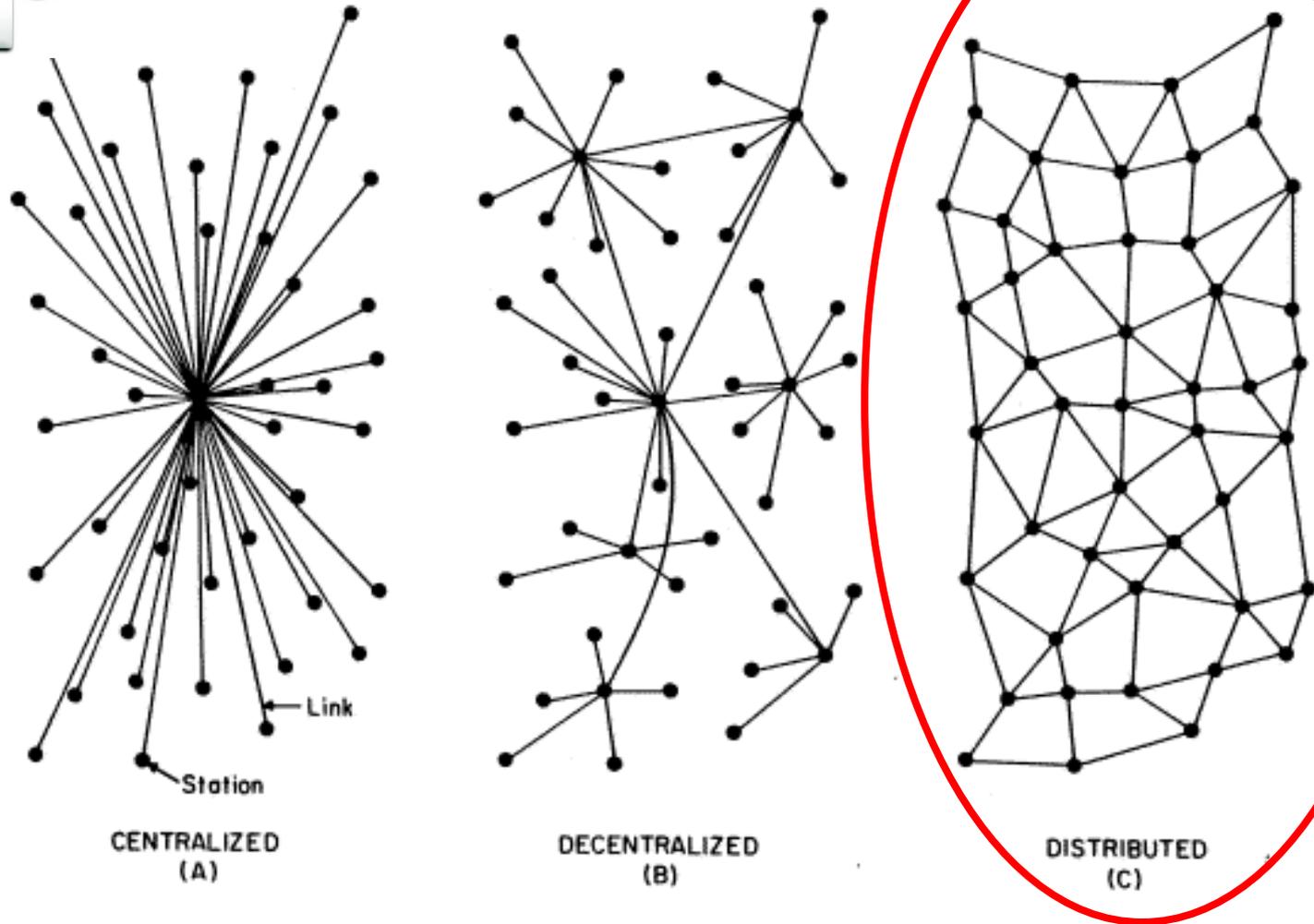
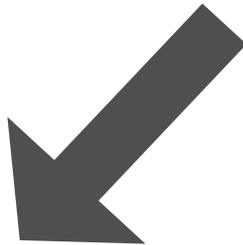


FIG. 1 – Centralized, Decentralized and Distributed Networks

Learning Content

Tools

IP



Full courses,
course materials,
content modules,
learning objects,
collections, journals



Software to support the creation,
delivery, use and improvement of
open learning content including
searching and organization of
content, content and learning
management systems, content
development tools, and on-line
learning communities.



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to promote open
publishing of
materials, design-
principles, and
localization of
content.



Pie!



Yumm...







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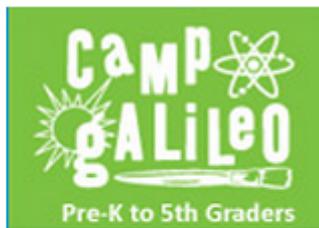
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Open Resources: Transforming the Way Knowledge Is Spread

By D. D. GUTTENPLAN
Published: March 18, 2012

DELFT, THE [NETHERLANDS](#) — “Do you still remember Tipp-Ex?” For Anka Mulder, secretary general of the Technical University of Delft, the bottle of white typewriter correction fluid (the U.S. brands are Wite-Out and Liquid Paper) once found on the desk of every graduate student was as evocative of the past as the taste of a madeleine was for Marcel Proust. She interrupted her remarks,

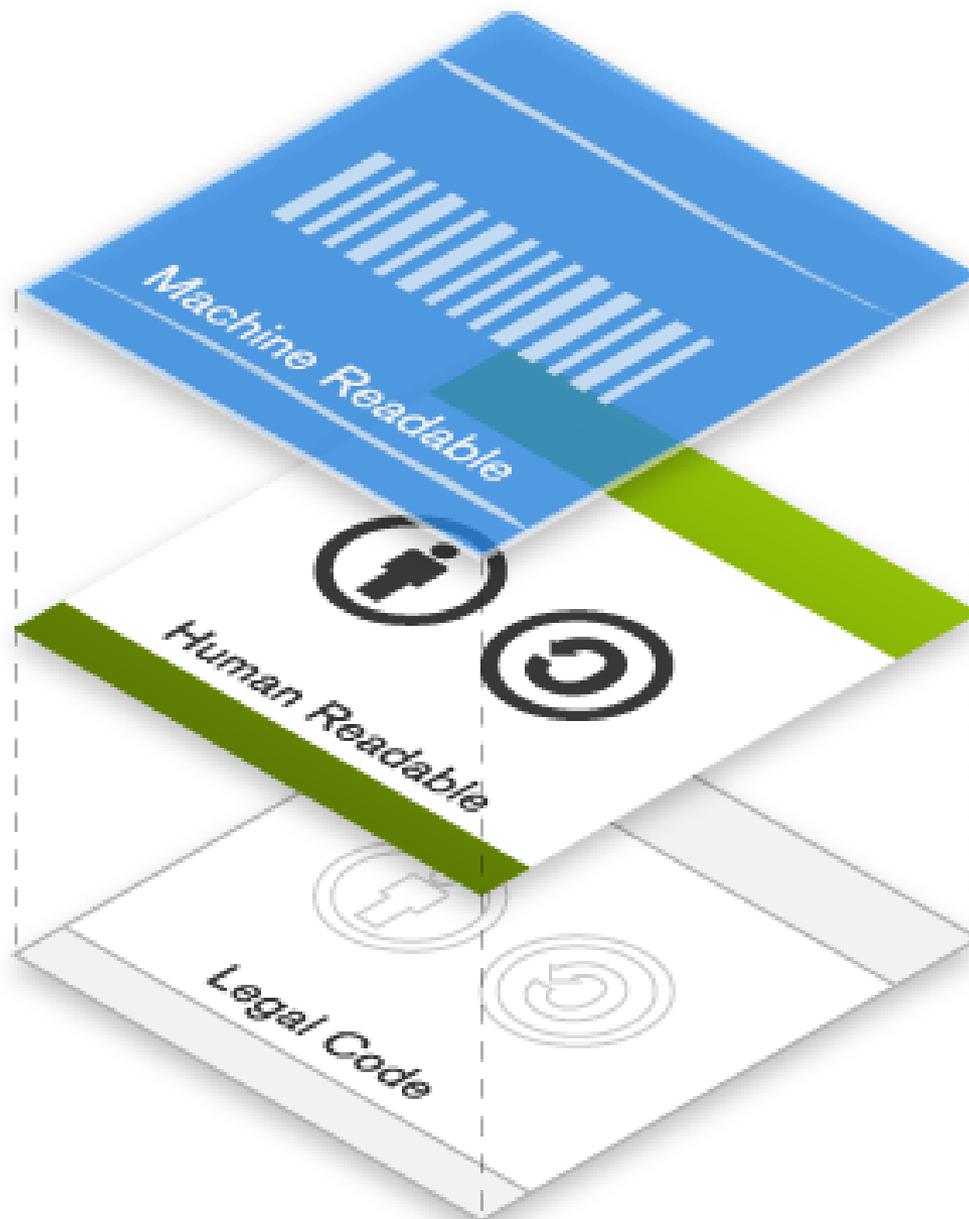
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R. Preston McAfee

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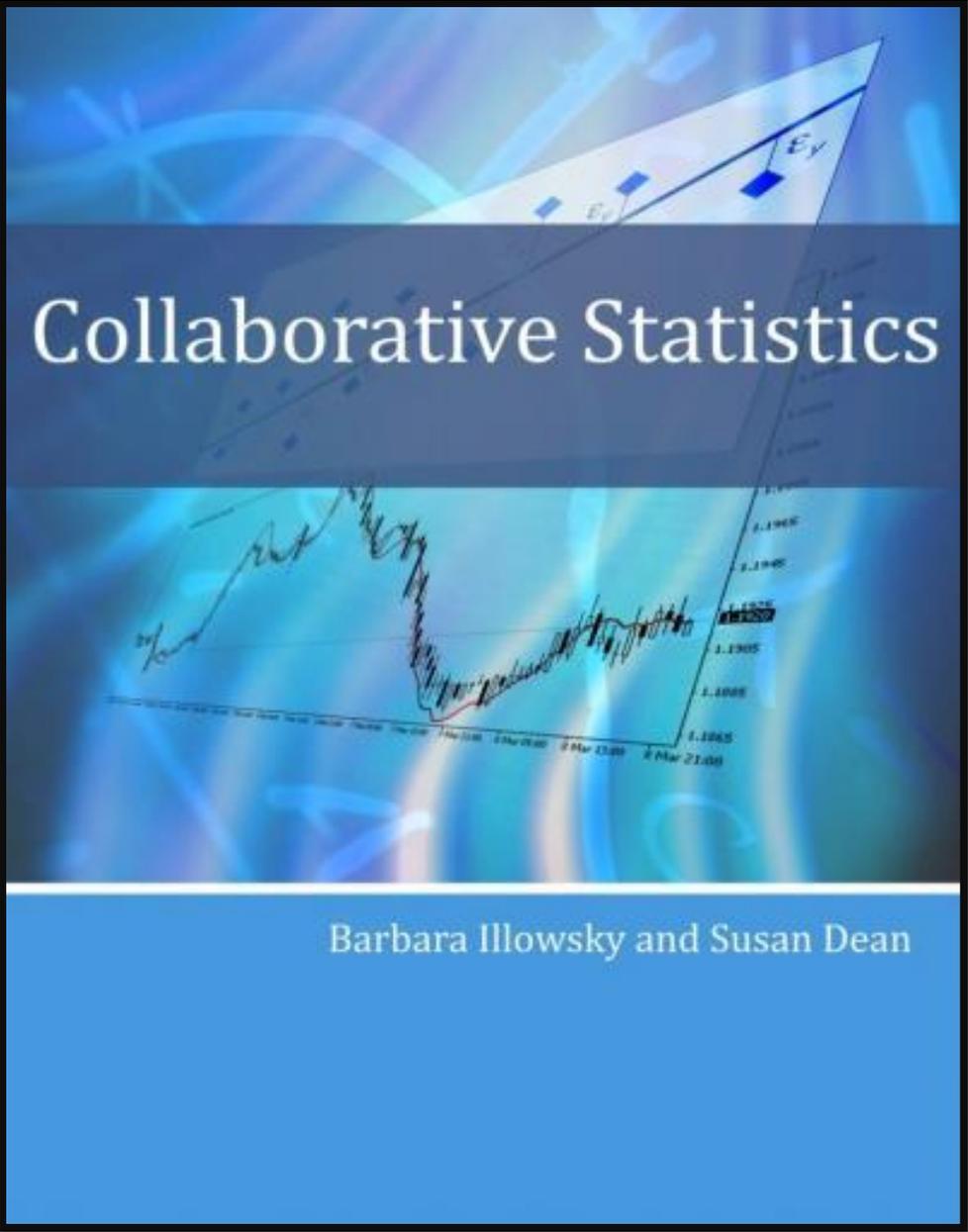
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The book cover features a blue background with abstract light patterns. A central graphic shows a scatter plot with a regression line and a candlestick chart overlaid. The title 'Collaborative Statistics' is written in white serif font across the middle. The authors' names are at the bottom.

Collaborative Statistics

Barbara Illowsky and Susan Dean

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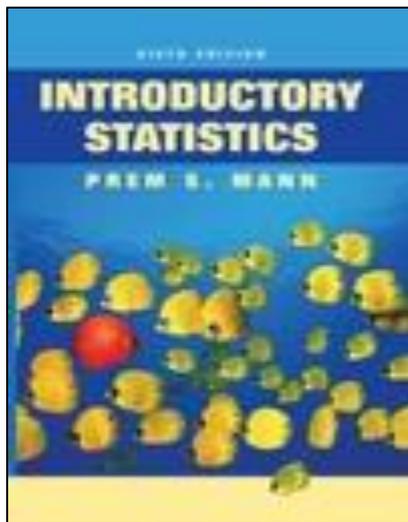
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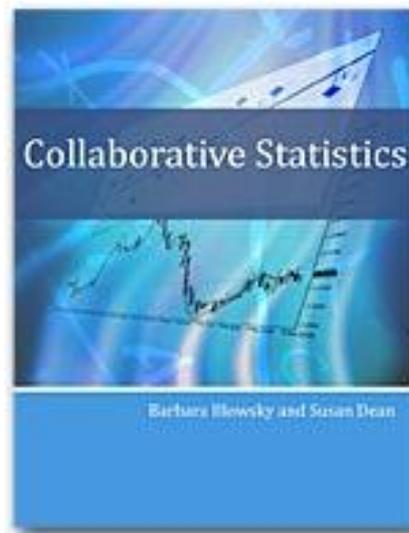
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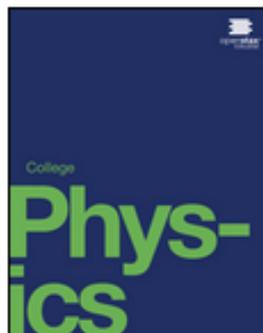
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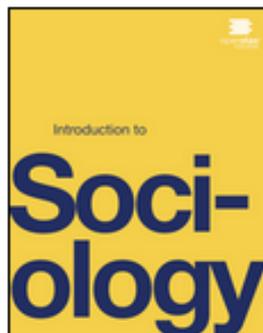
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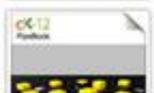


Calculus Teacher's Edition
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Science

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CK-12

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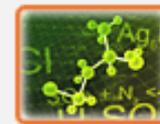
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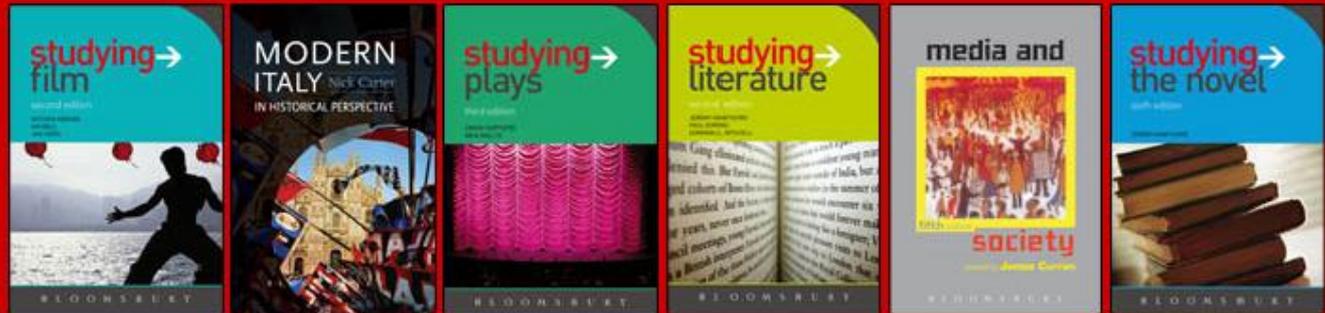
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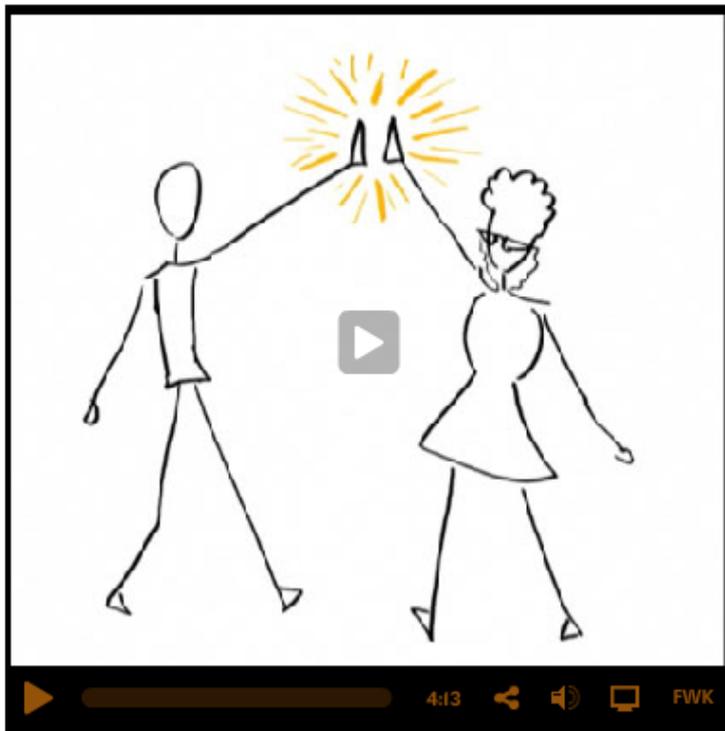
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SECTION 2 Price

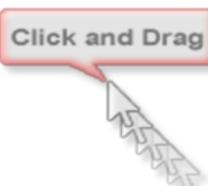
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CHAPTER 3 Determine Where You Are

CHAPTER 4 Define Where You Want to Go: Set Objectives

CHAPTER 5 Outline How You'll Get There: Create Strategy



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My Notes of advertising

Notes:
Advertising in U.S. accounts for ~2.5% of GNP.

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OBJECTIVES
... plays in our economy.
... creating, accepting, and using advertising.

MY NOTES
... d to the bedrock principles that shaped
... rved the public since colonial times as a
... omy. Two Nobel Laureates in economics,
... alue of advertising: "Advertising is a
... about products and services in an efficient
... conomy to function smoothly - it keeps
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U.S. advertising accounts for about 2.5% of the \$14 trillion Gross National Product. American consumers rely heavily on advertising to influence how they spend some \$9 trillion annually on various goods and services. A 1999 study by the WEFA Group, one of the country's premiere econometric modeling firms and the Nobel Laureate in economics Dr. Lawrence R. Klein, further underscored this economic impact. The study found that advertising played a key role in generating 18.2 million of the 126.7 million jobs in the United States in that year. The report further concluded that advertising expenditures contributed between 12 to 16 percent of private sector revenues throughout the country, in rural as well as urban areas.

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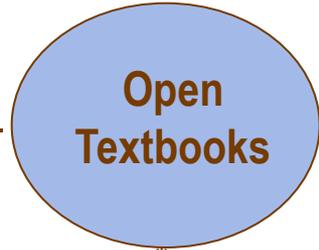
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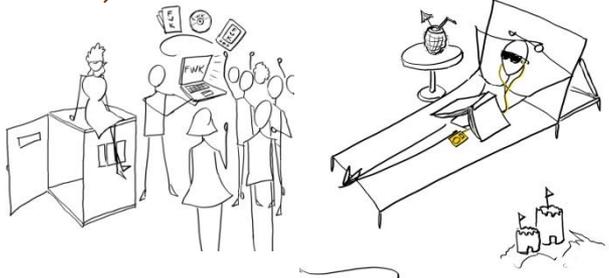
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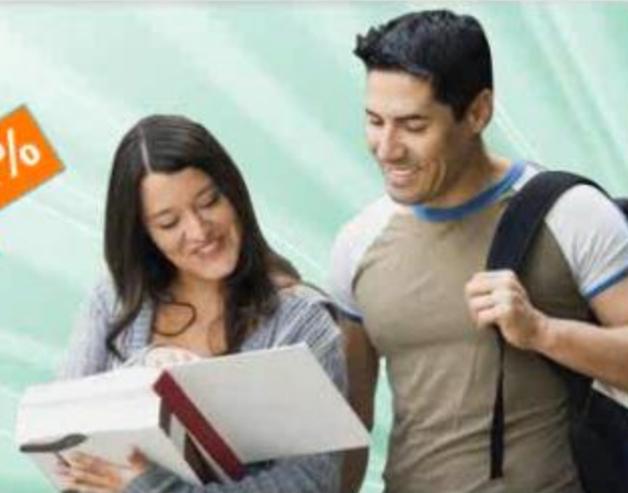
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Full Size

By Joanna Glasner

SAN FRANCISCO (Private Equity Week) - College textbook publisher Flat World Knowledge raised \$8 million in venture capital to broaden its business of selling printed versions of materials that it makes available online for free.

The Nyack, N.Y.-based company was launched last year by textbook publishing executives Jeff Shelstad and Eric Frank.

Flat World offers students online books for free and the option of paying for a printed copy, which typically costs less than a comparable textbook from a college store.

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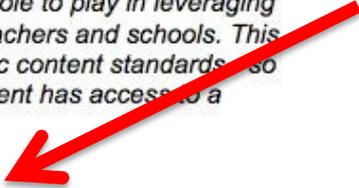


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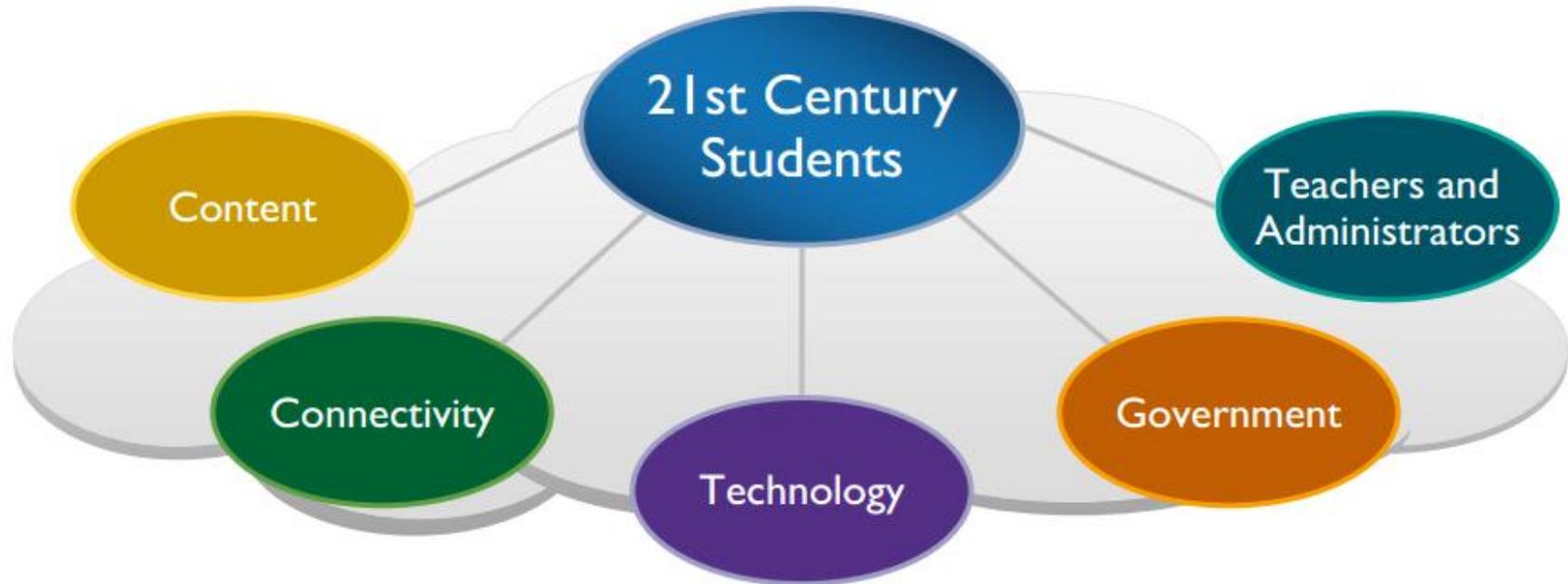
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Signal transduction events mediated by the BDNF receptor gp 145trkB in primary hippocampal pyramidal cell culture

HN Marsh, WK Scholz, F Lamballe, R Klein, V Nanduri, M Barbacid and HC Palfrey

Department of Pharmacological and Physiological Sciences, University of Chicago, Illinois 60637.

The trkB gene encodes a tyrosine kinase receptor, gp145trkB for brain-derived neurotrophic factor (BDNF) and neurotrophin-4 (NT-4). To understand the role of gp145trkB in the nervous system, we have investigated its expression in embryonic rat hippocampal pyramidal cell cultures and examined the effects of BDNF on signal transduction in the primary neurons. The expression of trkB transcripts was established by PCR analysis and in situ hybridization. In addition to gp145trkB, the pyramidal neuronal cultures expressed transcripts specific for the NT-3 receptor gp145trkC, but not for the high-affinity NGF receptor gp140trk or for p75LNGFR, a low-affinity receptor for all known members of the NGF family of neurotrophins including the gp145trkB ligands, BDNF and NT-4. The presence of gp145trkB receptors in the primary neuronal cultures was confirmed by immunocytochemical analysis in which > 90% of the cells stained with affinity-purified polyclonal antibodies to gp145trkB. Immunoblots using this antibody revealed a single approximately 140 kDa protein in both adult hippocampus and pyramidal cultures. Addition of recombinant BDNF to these cultures induced the tyrosine phosphorylation of gp145trkB as determined by antiphosphotyrosine staining of gp145trkB immunoprecipitates. Moreover BDNF treatment activated the microtubule-associated protein (MAP) kinases as determined by an increase in MAP2 phosphorylation in vitro. Both the 41 and 44 kDa forms of MAP kinase were activated by BDNF. BDNF also increased c-fos expression in over 90% of the cells. These results indicate that gp145trkB does not require p75LNGFR to form a functional receptor for BDNF in hippocampal pyramidal neurons.

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