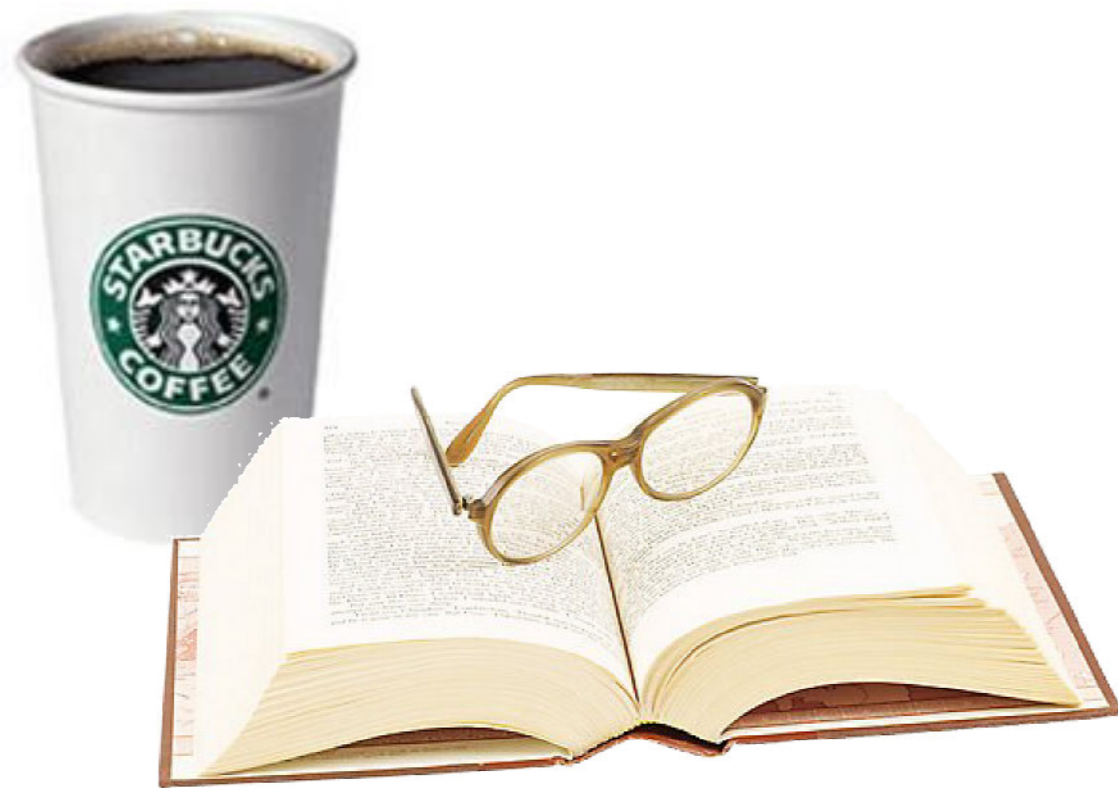
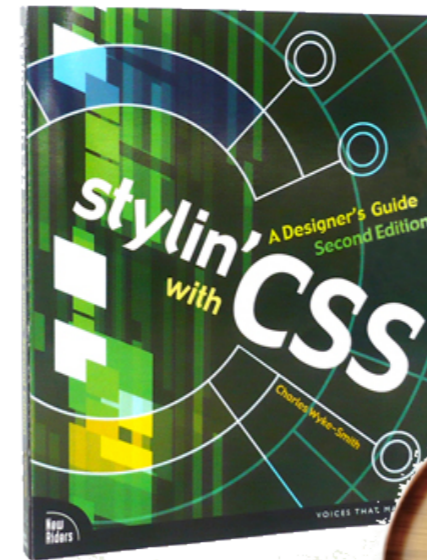


Kathy



Charles



Discoverability is
the issue

Disrupted Marketplace

- Fewer Gatekeepers
- Huge Online Marketplace
- Convergence

Opportunities

Challenges

Relationships *are* the context

50%
of sales are by
recommendations*

*Verso Advertising 2011 Survey of Book Buying Behavior

Authors are the *new*
relationship builders



the social book discovery platform

The Bublish Brew

Pinterest

twitter 

Fab. ♥



Harrison Solow

bubbles about

Felicity & Barbara Pym

[synopsis](#) [bio](#) [website](#)



Author Insight

Committing to Excellence

“One of the reasons I wrote this passage was to establish that sensitivity to the myriad components of literature is a key ingredient to success in Letters. (Letters in the traditional definition.) The young student, Felicity, is bored with what she is reading, but in essence, she is boring herself. This would not be the case for all students/readers who were bored—and this is a key message in this section: some people should not read/study



Buy Now

Excerpt

Felicity & Barbara Pym

Thank you for your email—I am glad that our correspondence seems to be of help. And you have finished *Some Tame Gazelle*. Now we begin.

Your notes aren't bad. You have touched on a few themes that Pym's biographers, editors, and critics analyse repeatedly: Silly men. Mousy women. Tea. Religion. Quotations. These are worthy of mention. The fact that you still think nothing happens is not. It merely shows that you do not respond to what does happen in the novel, for whatever reason—innocence, feminism, scepticism, youth, cynicism, thoughtlessness, expectation, or too rapid and therefore too shallow reading of the novel—too light, perhaps, a perception of the economy of expression Miss Pym employs.

This is not to say that you must respond to what happens in any particular way nor even like these works; I merely point out that a good many things happen. I will list a few of them:



live @ launch >



Create a Bubble

The screenshot illustrates the 'Create a Bubble' workflow in three stages:

- Highlight:** A text snippet from 'Felicity and Barbara Pym Chapter 1' is highlighted in blue. The text includes: 'Your notes aren't bad. You have touched on a few themes that Pym's biographers, editors, and critics analyse repeatedly: Silly men. Mousy women. Tea. Religion. Quotations. These are worthy of mention. The fact that you still think nothing happens is not. It merely shows that you do not respond to what does happen in the novel, for whatever reason—innocence, feminism, scepticism, youth, cynicism, thoughtlessness, expectation, or too rapid and therefore too shallow reading of the novel—too light, perhaps, a perception of the economy of expression Miss Pym employs.'
- Add Insight:** A 'Bubble Info' panel is shown with the title 'Committing to Excellence' and the insight: 'Felicity & Barbara Pym is about reading. It's about becoming educated, about things aren't happening just because they are happening, about not knowing the language is a true vehicle and it's about knowing that to get a true education, you need your butcher.'
- Share:** The final bubble is displayed with the title 'Excerpt' and the author 'Felicity & Barbara Pym'. It contains the highlighted text and the insight. At the bottom, there are social sharing options (Facebook, Twitter, Email) and a 'live @ launch >' button.

1 Highlight 2 Add insight 3 Share

Social Metadata

About this Book

Describe your Book

Select a Genre

Keywords

Enter descriptive keywords or phrases separated by commas. You must enter at least one keyword.

Your Website

Provide a link to your Website or online info about your book.

Your "Buy" Page

Provide a link to an online retailer of your book.

Book Synopsis

Author/Book profile

Social Metadata

Reader Sign Up

Your Info

First Name
Letters and dashes only
The First Name field is required.

Last Name
Letters, numbers and - . , only
The Last Name field is required.

Email
Used for sign-in and notifications. Keep it real!
The Email field is required.

Password
Minimum 6 characters with both letters and numbers
The Password field is required.

Re-enter Password
Passwords must match
The Password Confirmation field is required.

Genre Preference 1
The Genre field is required.

Genre Preference 2

Genre Preference 3

Add your picture

Choose your Photo
Your photo will appear in your bubbles.

Terms and Conditions

Terms of Service I have read and accept the [Terms of Service](#).
The Terms and Conditions field is required.

Reader profile

Search

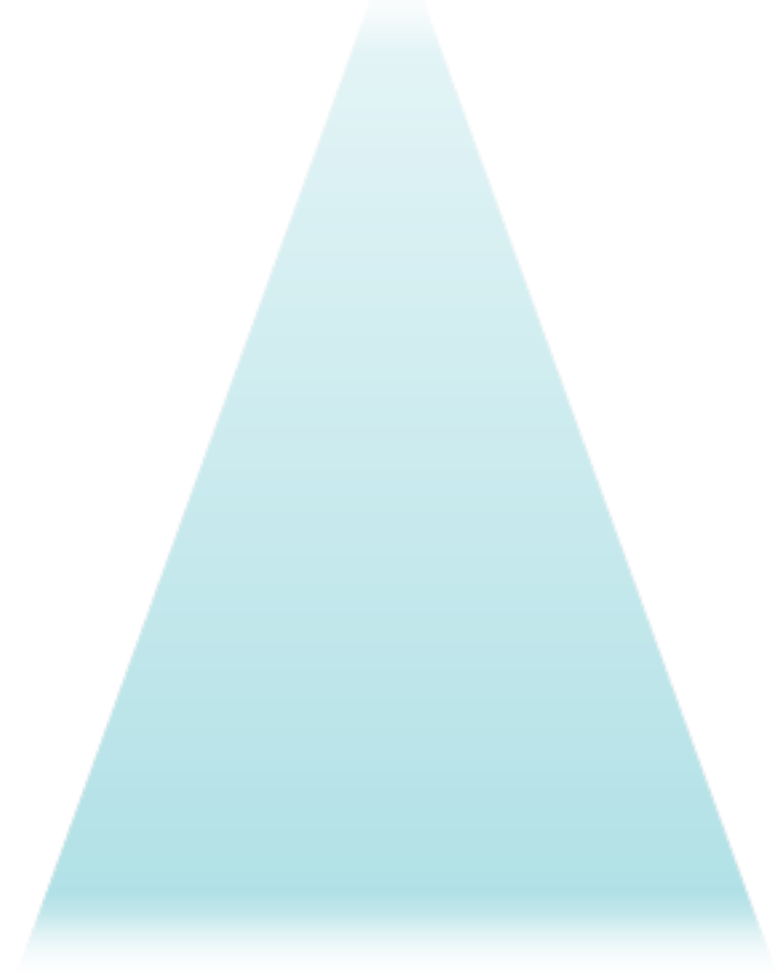
Steve Jobs, zombies, Tokyo

Go



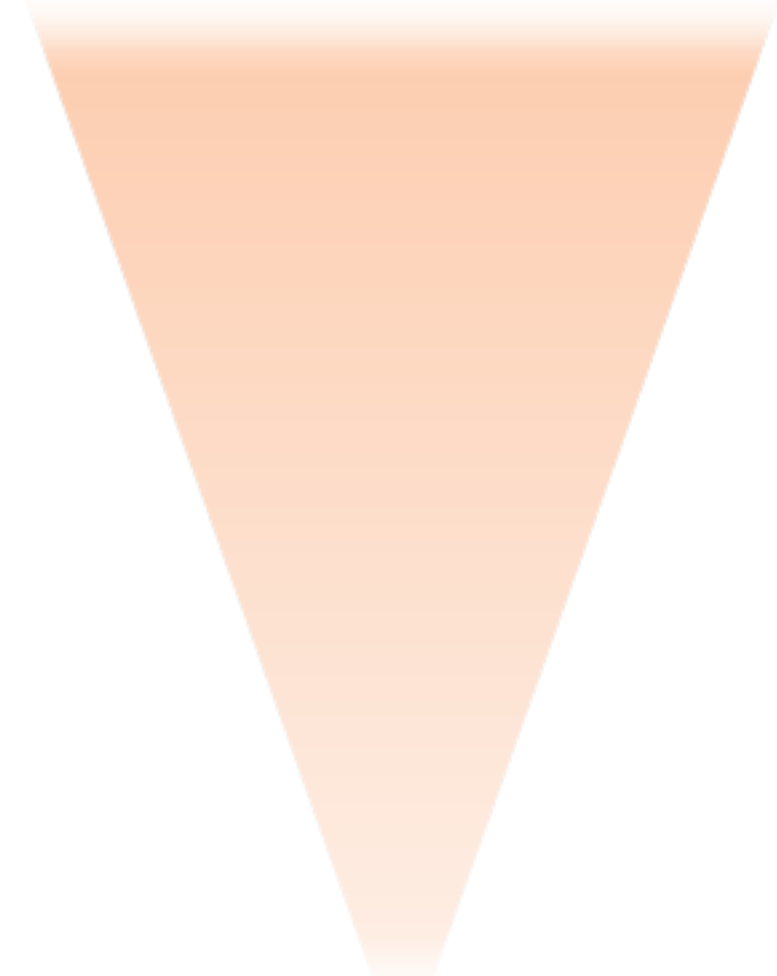
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and financials

Web Apps for mobile & cloud

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Bublish Launch Countdown

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Go forth and Bublish!

#BEA