

# Professional, Scholarly and Enterprise Publishing: Moving Beyond the PDF

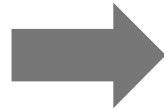
*How publishers and companies embrace the  
latest generation eBook format and why*

*IDPF Digital Book Conference Panel  
New York City, May 2014*

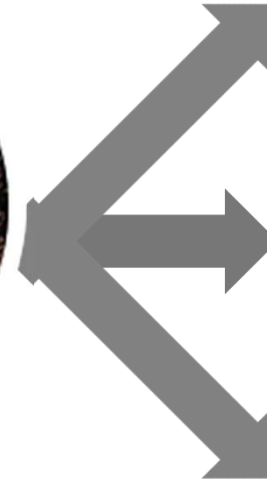
# Harvard Business School



**Harvard  
University**



**Harvard Business  
School**



**MBA  
Program**

**Executive  
Education**

**Harvard  
Business  
Publishing**

# Harvard Business Publishing



## Academic Institutions

- Case studies, articles, chapters, simulations, online courses
- Focus on MBA, executive education, and undergraduate business courses



## Corporations

- Corporate Learning
- Harvard ManageMentor



## Individual Managers

- Harvard Business Review
- Harvard Business Review Press

# Harvard Business Publishing

## Higher Education unit



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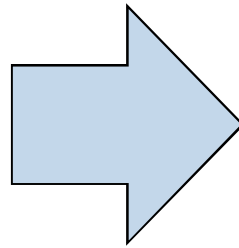
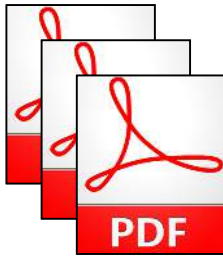
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## Proliferation of PDFs

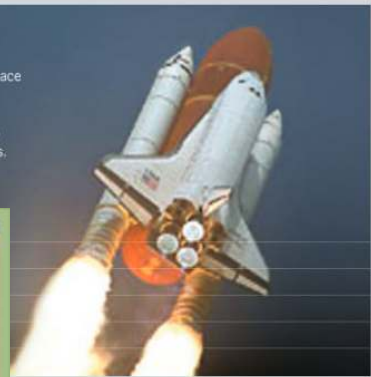
- 17,000 Harvard Business School case studies
- 8,000 partner collection case studies
- 8,500 Harvard Business Review articles
- 2,000 HBR Press chapters and eBooks

# WHY Evolve?

*Interactivity*



A screenshot of a project management simulation interface. At the top, it says "Columbia's Final Mission" and describes the shuttle tragedy. Below is a bar chart showing sales from 2008 to 2014. A text box explains Compound Average Growth Rate (CAGR). The main dashboard shows "Dashboard WEEK 6" with various metrics: "TASKS COMPLETED" (18/18), "CUMULATIVE COST" (€4,800 / €2,361), and "SCHEDULE". It also features a "TEAM MORALE" section and various resource icons.



*Mobility*

*Accessibility*



# The (Evolved) EPUB Business Case Study

- Navigational Enhancements
  - Clickable table of contents
  - Clickable endnotes and footnotes
  - Financial exhibits – images plus HTML tables
  
- Interactivity/Media Enhancements
  - Embedded streaming video player
  - Links to online interactives and spreadsheets
  - Soon: LMS interaction & data analytics
  
- More Accessible & Enables Accessible-Friendly Channels
  
- Multiple delivery channels and experience-based pricing

# HOW to Evolve?

## Decisions...



Channels:  
App vs. Web  
*Start w/ iOS App,  
evolve to Web App*

Catalog:  
Frontlist vs. Backlist  
*Frontlist via EPUB3;  
Best-selling backlist only  
via EPUB2 ('navigational  
enhancements')*

Format  
PDF vs. EPUB vs. HTML  
*Add EPUB alongside PDFs;  
Investigate online EPUBs  
via Radium, etc.*

Tools:  
OTS vs. Custom  
*Hybrid: customize upCast Word >  
XML software for case studies and  
articles; OTS tools for other products*



# Additional Considerations

## Workflow

*Start by examining process, not technology*

## Iterate

*Avoid 'big bang' approach;  
Rapidly prototype & test*

## Authoring

*Huge cultural shift to separate content from layout –  
EDUCATE your authors*

## Metadata

*EPUB caused us to re-evaluate  
Our product metadata structure  
(EDUPUB, LRMI)*

## Design for transition

*PDFs will live alongside EPUBs  
In some environments*



# Thank you!



**Denis Saulnier**

Delivery Solutions Director, Higher Education  
Harvard Business Publishing

[dsaulnier@hbsp.harvard.edu](mailto:dsaulnier@hbsp.harvard.edu)