

5 Experiments
Every Publisher
Should Be Doing
TODAY

(and how PressBooks can help)

I am Hugh McGuire:

- Founder of **PressBooks.com** (online book production software)

- Founder of **LibriVox.org** (free public domain audiobooks)

On Twitter: @hughmcguire

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Session title: “Content-centric publishing workflows.”

... and one of the things we are to discuss is:

“the radically more **efficient** workflows that these types of solutions enable.”

I don't think efficiency really matters.

OK. So.

5 Experiments Every Publisher
Should Be Doing ...

1.

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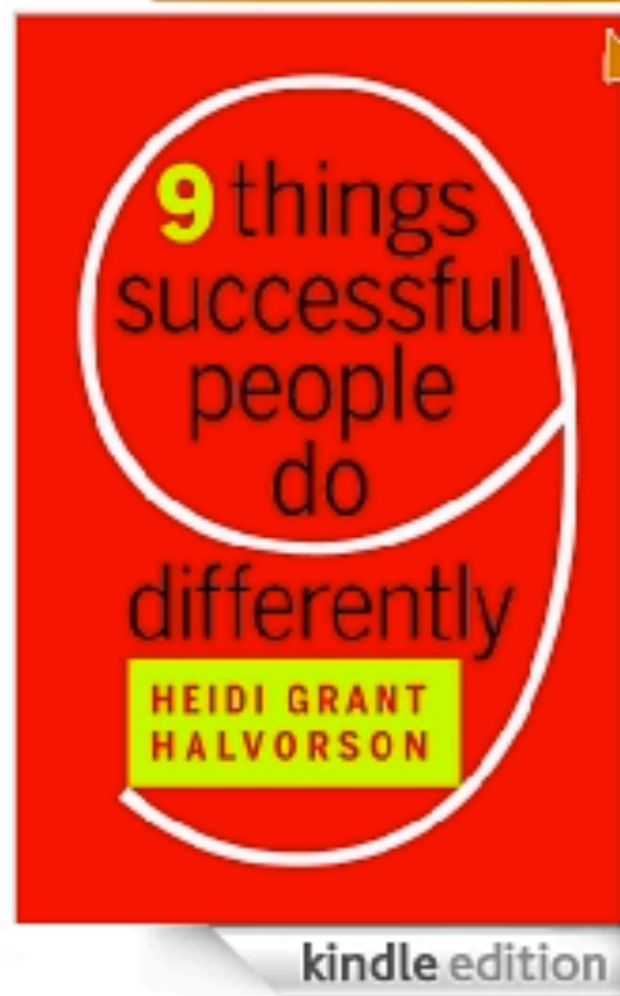
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Figure 1.1 on the next page, *Inside the Wikibook PDF server, the elves are hard at work*, illustrates.

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3.

Web samples
(with lots of content).

(eg. O'Reilly Media)



Context, Not Container (Brian O'Leary)



Brian O'Leary is a publishing consultant and principal of [Magellan Media Partners](#), an Adjunct Professor of Publishing at NYU, and has had held senior positions in the publishing industry, including Production Manager at Time Inc. and Associate Publisher at Hammond Inc. You can find Brian on Twitter at: [@brianoleary](#).

The way we think about book, magazine, and newspaper publishing is unduly governed by the physical containers we have used for centuries to transmit information. Those containers define content in two dimensions, necessarily ignoring context, defined here as tagged content, research, footnoted links, sources, and audio and video back

The wor pro crea

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But in our evolving, networked world—the world of “content in browsers”—we are no longer selling content, or at least not content alone. To support discovery and utility in digital environments, we need to compete on context.

The current workflow hierarchy—container first, limiting content and context—is already outdated. To compete digitally, we must start with context and preserve its connection to content so that both discovery



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"Build from the content out. Not from the container in." globalmoxie.com/jhc/prez/mobil... via @changeorder

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PublishingSpy PublishingSpy

Context (Not Container), @brianoleary's seminal essay abt shifts in publishing: bit.ly/uedtBv (in Book: A Fut... ow.ly/1fxEVH)

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nic221 Nicole Hennig

Context, Not Container (Brian O'Leary) | Book: A Futurist's Manifesto bit.ly/vET1xO (worth reading)

7 Nov



mediaChick Michelle R Anderson

Context, Not Container (Brian O'Leary) | Book: A Futurist's Manifesto bit.ly/vK7L5Q



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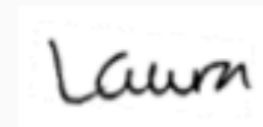
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5.

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(eg. no one, yet)

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and suppliers.

Thinking about these issues reminded me of a passage from Salman Rushdie's 1990 book, *Haroun and the Sea of Stories*. In the book, Haroun sets off to find stories for his father, who has lost his ability to tell tales. Along the way, Haroun comes across Iff, the Water Genie, who at first does not treat Haroun kindly. But at a low point, the Water Genie relents and starts to tell Haroun:

... about the Ocean of the Streams of Story, and even though he was full of a sense of hopelessness and failure, the magic of the Ocean began to have an effect on Haroun. He looked into the water

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Book: A Futurist's Manifesto

Essays from the bleeding edge of publishing

EDITED BY HUGH MCGUIRE AND BRIAN O'LEARY

O'Reilly Media

Hermann Hesse



The son of the brahman

In the shade of the house, in the sunshine of the riverbank near the boats, in the shade of the Salwood forest, in the shade of the

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Hermann Hesse

The son of the brahman

In the shade of the house, in the sunshine of the riverbank near
ats, in the shade of the Sal-wood forest, in the shade of the
is where Siddhartha grew up, the handsome son of the
an, the young falcon, together with his friend Govinda,
a Brahman. The sun tanned his light shoulders by the
banks of the river when bathing, performing the sacred ablutions,
the sacred offerings. In the mango grove, shade poured into
black eyes, when playing as a boy, when his mother sang, when
the sacred offerings were made, when his father, the scholar,
taught him, when the wise men talked. For a long time,
Siddhartha had been partaking in the discussions of the wise
men, practising debate with Govinda, practising with Govinda,
the art of reflection, the service of meditation. He already knew
how to speak the Om silently, the word of words, to speak it
silently into himself while inhaling, to speak it silently out of
himself while exhaling, with all the concentration of his soul, the



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Tools like PressBooks
ARE
more efficient ...

..but efficiency isn't going
to “save” anyone.

What will “save” us is figuring out how all this efficiency can help us connect readers and writers in “new” ways.

We'd like to experiment
with you.

Hugh McGuire
hugh@pressbooks.com