

Slow Publishing: the future is always derived from the past





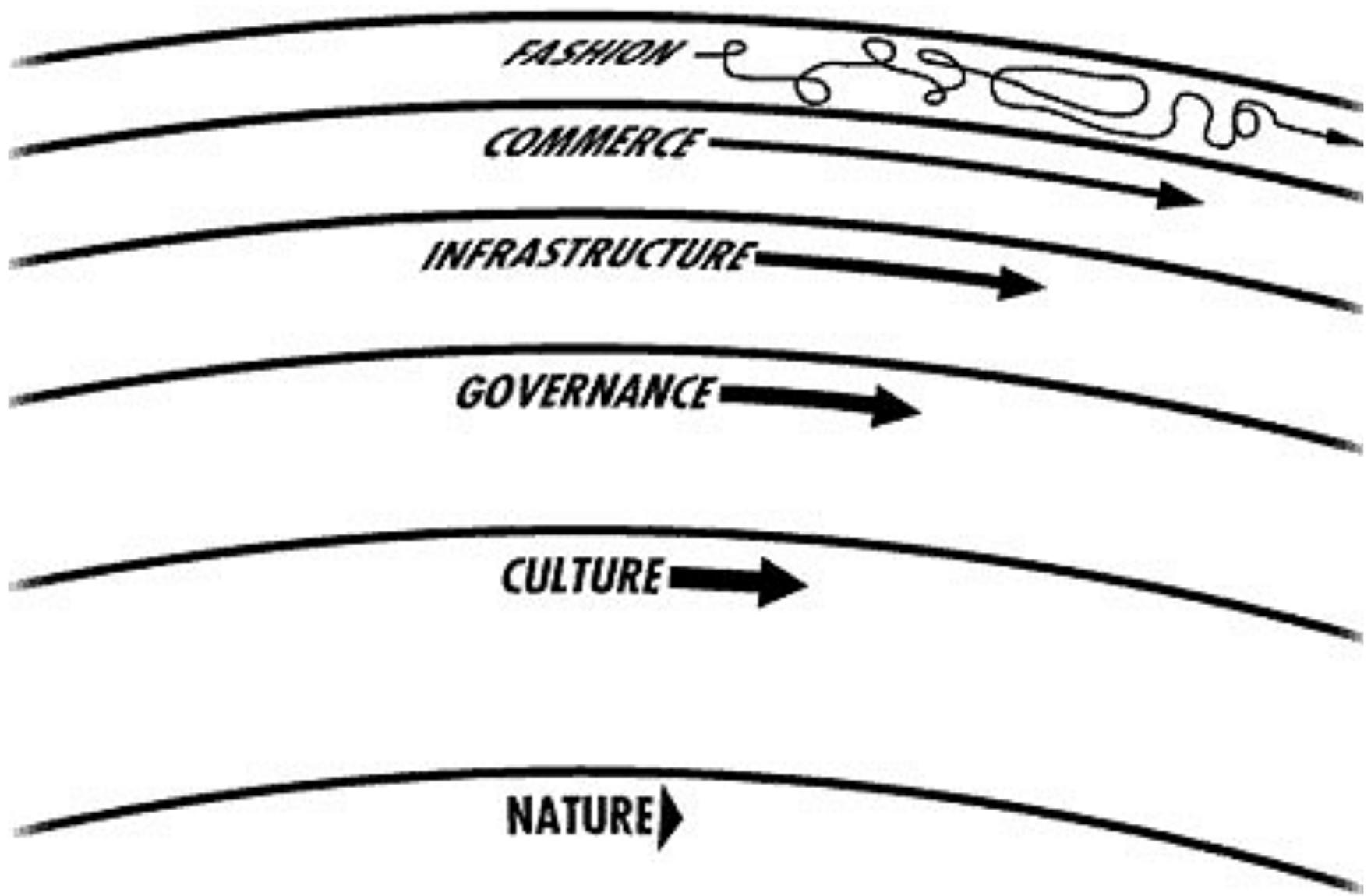
Digital publishing is faster than analog publishing:

- Eliminate print-related production steps
- Simplified distribution logistics
- Faster to market

We cannot speed up the most critical components of the publishing process:

- Editorial (write, edit, correct)
- Design (presentation through media)
- Marketing (connect to readers)

Core values change slowly



Slow Creates Meaning

- EDITORIAL
Thinking and reflecting (and reading)
- Writing the damn book takes time
- Developmental, line and copy editing, proofreading
- Creating and maintaining really good Metadata

Slow Experience Matters

DESIGN

- Customer experience based design applies to content, presentation and devices
- Workflow and design to create digital files for e-readers (especially fixed page and enhanced)
- QA: Review output. Fix mistakes.

Slow is Powerful

MARKETING

- Social media requires massive investments of time and attention
- Keeping up with market changes and new demographics requires time
- Books are always available - marketing is an ongoing process

Print book two page spread

CHAPTER 30

THE VIETNAM WAR YEARS

LBJ and Vietnam: In the Eye of the Storm

hmsocialstudies.com VIDEO

Essential Question

What were the military and political events of the Vietnam War and how did this conflict impact life in the United States?

What You Will Learn

In this chapter you will learn about the causes and impact of the war in Vietnam.

SECTION 1: Moving Toward Conflict

Main Idea To stop the spread of communism in Southeast Asia, the United States used its military to support South Vietnam.

SECTION 2: U.S. Involvement and Escalation

Main Idea The United States sent troops to fight in Vietnam, but the war quickly turned into a stalemate.

SECTION 3: A Nation Divided

Main Idea An antiwar movement in the U.S. pitted supporters of the government's war policy against those who opposed it.

SECTION 4: 1968: A Tumultuous Year

Main Idea An enemy attack in Vietnam, two assassinations, and a chaotic political convention made 1968 an explosive year.

SECTION 5: The End of the War and Its Legacy

Main Idea President Nixon instituted his Vietnamization policy, and America's longest war finally came to an end.

U.S. troops on patrol with helicopter support in Vietnam, 1965.

INTERACT WITH HISTORY

In 1965, America's fight against communism has spread to Southeast Asia, where the United States is becoming increasingly involved in another country's civil war. Unable to claim victory, U.S. generals call for an increase in the number of combat troops. Facing a shortage of volunteers, the president implements a draft.

Explore the Issues

- Should people who believe the war is wrong be forced to fight?
- Should people with special skills be exempt?
- How can a draft be made fair?

1960 John F. Kennedy is elected president.

1960 Kennedy is assassinated; Lyndon B. Johnson becomes president.

1964 Lyndon B. Johnson is elected president.

1965 First major U.S. combat units arrive in Vietnam.

1968 Martin Luther King, Jr., and Robert Kennedy are assassinated.

1968 Richard M. Nixon is elected president.

1969 U.S. troops begin their withdrawal from Vietnam.

1970 Ohio National Guard kills four students at Kent State University.

1972 Richard M. Nixon is reelected.

1973 United States signs cease-fire with North Vietnam and Vietnam.

1974 Gerald R. Ford becomes president after Richard M. Nixon resigns.

USA WORLD

1960

1965

1970

1975

1960 The National Liberation Front forms in South Vietnam.

1962 The African nation of Uganda becomes independent.

1966 Mao Zedong begins the Cultural Revolution in China.

1967 Israel captures Gaza Strip and West Bank in Six-Day War.

1972 Ferdinand Marcos declares martial law in the Philippines.

1975 Communists capture Saigon; South Vietnam surrenders.

Redesigned for iPad horizontal view

Chapter 30

The Vietnam War Years

- 30.1 Moving Toward Conflict
 - 30.2 U.S. Involvement and Escalation
 - 30.3 A Nation Divided
 - 30.4 1968: A Tumultuous Year
 - 30.5 The End of the War and Its Legacy
- American Literature
Chapter Assessment



Chapter 30

The Vietnam War Years



What were the military and political events of the Vietnam War years, and how did they influence the United States?

1

2

Moving Toward Conflict

3

One American's Story

4

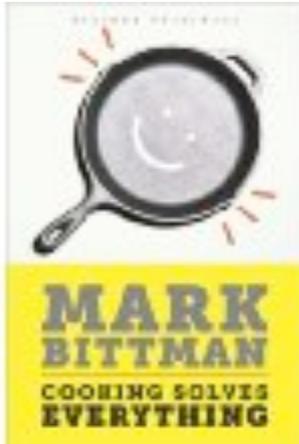
America Supports France in Vietnam

5

France Betrays the Allies?

6

Design for the new environment



Could this happen to you?

(Reader) Says:

There's stray html code throughout. The typos must be bad OCR artifacts, because they are so arbitrary you can only occasionally imagine what the intended word might be. There are up to a dozen errors per page, and the punctuation misreads are spectacular. It is clear that no even semi-literate human looked at this version before it was released.

I would be happy to clean up the code myself and send it back to the publisher for redistribution. I have no idea how to go about making that offer to the powers that be.

Quality communicates value

- Fast publishing cheapens the reading experience
- Slow publishing builds and maintains brands
- Commitment to Quality in content, design and marketing supports all publishing business models

Publish slowly

- Fast publishing, like fast food, only has the appearance of publishing
- Slow creates nourishing works that last
- Builds close connections between writers and readers

Slow Publishing Principles

- Slow down our thinking
- Think deeply about what we publish
- Pay attention to reader experience
- Honor principles and practices that have been proven to work

The Slow Publishing ABC(D)

- **A**ttention to Detail
- **B**asic principles do not change
- **C**ustomer experience foremost
- **D**esign appropriate for device

Get REAL

- **Read to Learn**
- **Engage with your text**
- **Actively experience ideas**
- **Listen to customers**

What ebooks are not

- eBooks are not blogs
- eBooks are not tweets
- eBooks are not Facebook posts
- eBooks are not YouTube videos
- eBooks are not apps
- eBooks are not articles
- eBooks are not ephemeral

The bad news is, time flies.

The good news is, you're the pilot.

-- Michael Altschuler

My Metadata

- Title: Slow Publishing (A Manifesto)
- Subtitle: The future of publishing is derived from its past
- Author: David Wilk - Booktrix
- Publication Date: June 5, 2012
- Pages: 20
- Price: Free
- Language: English
- Subject: Publishing
- Publisher: Armory New Media
- david@booktrix.com @dwilk
- www.booktrix.com

Acknowledgments: Ron Martinez, History™, Jack Perry, Bill Strachan, Stewart Brand, and especially Carlo Petrini (founder of Slow Food)