

Engineering Next- Generation Publishing Workflows

IDPF Digital Book 2013
May 30, 2013

Sanders Kleinfeld
O'Reilly Media, Inc.

**How do you
write a book?**

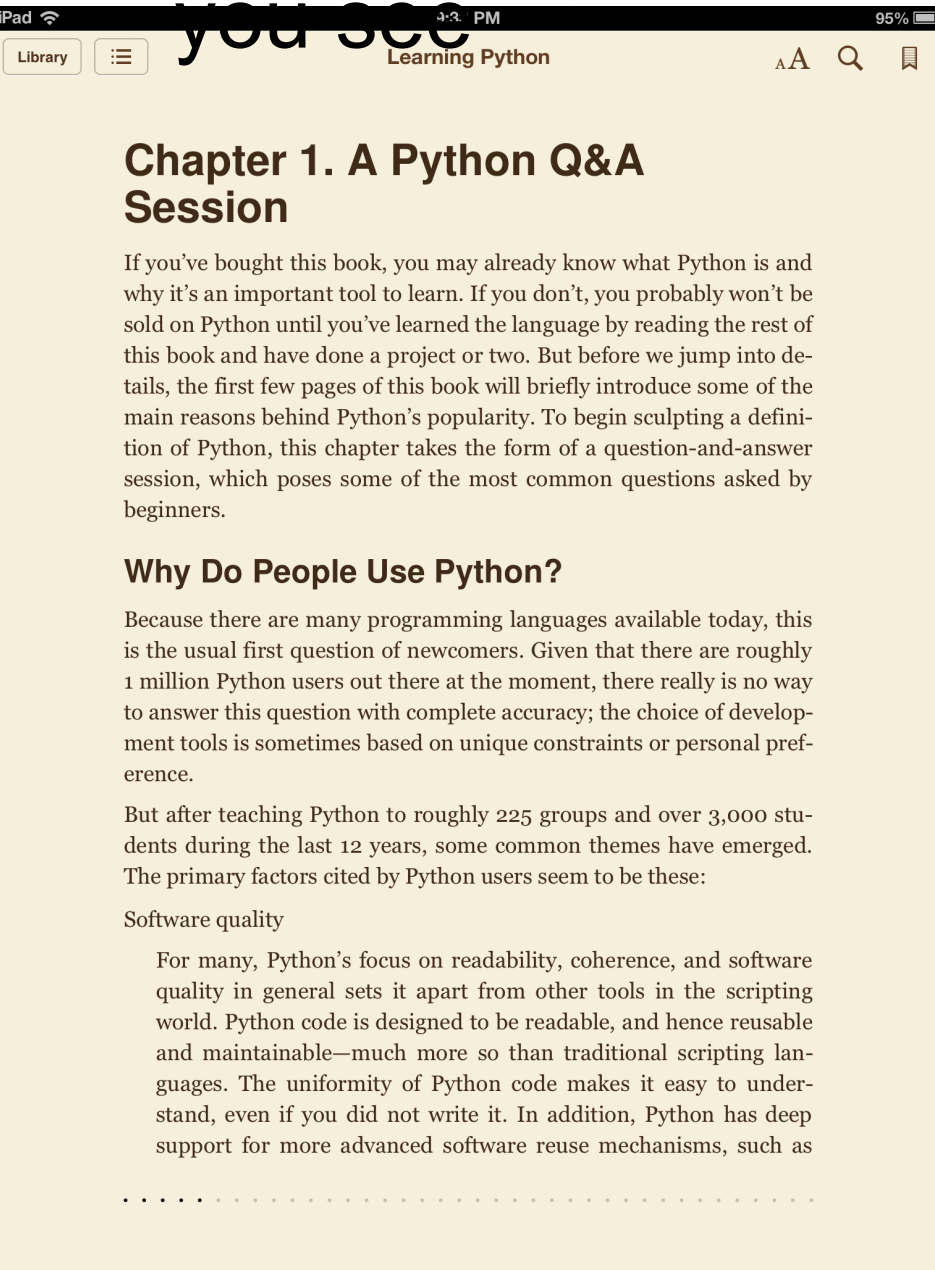
**How do you
write a “book”?**

**How do you
write an (e)book?**

**How do you
“write” an (e)book?**

Anatomy of an ebook: EPUB

What
you see



What's
inside



```
<?xml version="1.0" encoding="UTF-8" standalone="no"?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://
www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <title>Chapter 1. A Python Q&A Session</title>
    <link rel="stylesheet" href="core.css" type="text/css" />
    <meta name="generator" content="DocBook XSL Stylesheets V1.74.0" />
  </head>
  <body>
    <div class="chapter" title="Chapter 1. A Python Q&A Session">
      <div class="titlepage">
        <div>
          <div>
            <h1 class="title">
              <a id="a_python_q_ampersand_a_session"></a>
              Chapter 1. A Python Q&A Session
            </h1>
          </div>
        </div>
      </div>
      <p>If you've bought this book, you may already know what Python is
and why it's an important tool to learn. If you don't, you probably won't be sold
on Python until you've learned the language by reading the rest of this book and
have done a project or two. But before we jump into details, the first few pages
of this book will briefly introduce some of the main reasons behind Python's
popularity. To begin sculpting a definition of Python, this chapter takes the form
of a question-and-answer session, which poses some of the most common
questions asked by beginners.</p>
```

An Inconvenient Truth:

Ebooks are *made of code*. If you are an ebook publisher, you are in the software-development business.

**How do you
“write” an (e)book?**

**How do you
develop an (e)book?**

Five Key Principles of a Modern (e)Book Workflow

#1. Semantic Markup Matters

#2. Single Source, Multiple Outputs

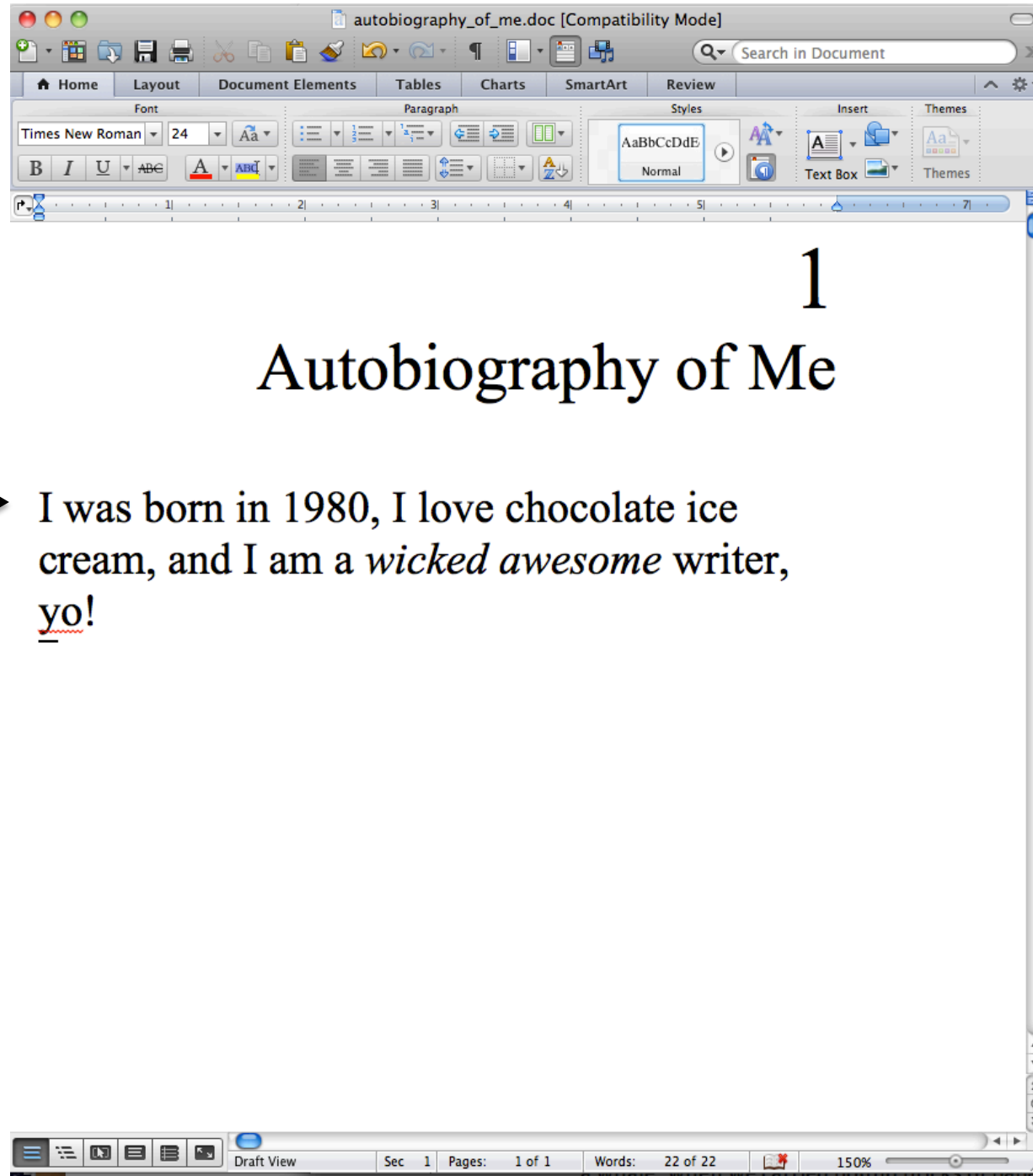
#3. Automate Your Headaches Away

#4. Versioning is the New Spell-Check

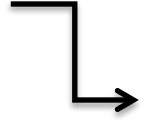
#5. Always think “Digital First”

#1 Semantic Markup Matters

First Chapter of My Memoirs



Micro
soft
Word



Underlying Representation of Content (Word XML)

```
<w:body><w:p w:rsidR="0073527D" w:rsidRDefault="007F1550" w:rsidP="007F1550"><w:pPr><w:jc w:val="right"/><w:rPr><w:sz w:val="96"/><w:szCs w:val="96"/></w:rPr></w:pPr><w:r w:rsidRPr="007F1550"><w:rPr><w:sz w:val="96"/><w:szCs w:val="96"/></w:rPr>
```

```
<w:t>1</w:t>
```

```
</w:r></w:p><w:p w:rsidR="007F1550" w:rsidRDefault="007F1550" w:rsidP="007F1550"><w:pPr><w:jc w:val="right"/><w:rPr><w:sz w:val="72"/><w:szCs w:val="72"/></w:rPr></w:pPr><w:r w:rsidRPr="007F1550"><w:rPr><w:sz w:val="72"/><w:szCs w:val="72"/></w:rPr>
```

```
<w:t>Autobiography of Me</w:t>
```

```
</w:r></w:p><w:p w:rsidR="007F1550" w:rsidRPr="007F1550" w:rsidRDefault="007F1550" w:rsidP="007F1550"><w:pPr><w:jc w:val="right"/><w:rPr><w:sz w:val="72"/><w:szCs w:val="72"/></w:rPr></w:pPr></w:p><w:p w:rsidR="007F1550" w:rsidRPr="00032659" w:rsidRDefault="007F1550" w:rsidP="007F1550"><w:pPr><w:rPr><w:sz w:val="48"/><w:szCs w:val="48"/></w:rPr></w:pPr><w:r w:rsidRPr="00032659"><w:rPr><w:sz w:val="48"/><w:szCs w:val="48"/></w:rPr>
```

```
<w:t xml:space="preserve">I was born in 1980, I love chocolate ice cream, and I am a </w:t>
```

```
</w:r><w:r w:rsidRPr="00032659"><w:rPr><w:i/><w:sz w:val="48"/><w:szCs w:val="48"/></w:rPr>
```

```
<w:t>wicked awesome</w:t>
```

```
</w:r><w:r w:rsidRPr="00032659"><w:rPr><w:sz w:val="48"/><w:szCs w:val="48"/></w:rPr>
```

```
<w:t xml:space="preserve"> writer, </w:t></w:r>
```

```
<w:proofErr w:type="spellStart"/><w:r w:rsidRPr="00032659"><w:rPr><w:sz w:val="48"/><w:szCs w:val="48"/></w:rPr>
```

```
<w:t>yo</w:t>
```

```
</w:r><w:proofErr w:type="spellEnd"/>
```

```
...
```

Three Problems with this XML

- **Markup *is not semantic!***
- **It conflates content and presentation**
- **Um, yuck ☹**

Semantic Markup in a Nutshell

Semantic markup describes the function of your content, not its formatting

SEMANTIC MARKUP SAYS:

“This is a section heading”

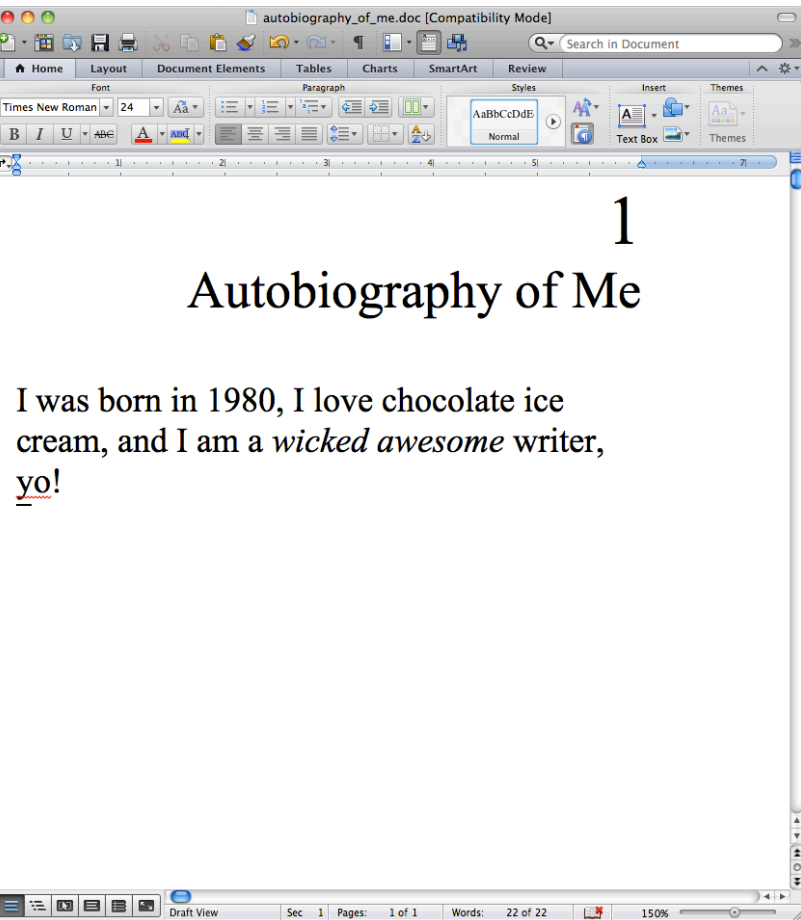
NOT:

“This text is in Garamond, 36 pt, bold, center-aligned”

Semantic Markup Option #1: DocBook

- **DocBook is a semantic XML markup vocabulary introduced in 1991**
- **It was primarily designed for representing technical documentation, but is well-suited for representing any prose content**
- **DocBook DTDs are available here:
<http://www.oasis-open.org/docbook/xml/>**

DocBook Representation of Book Content



```
<?xml version="1.0" encoding="utf-8"?>  
<!DOCTYPE chapter PUBLIC "-//OASIS//DTD DocBook XML  
V4.5//EN" "http://www.oasis-open.org/docbook/xml/  
4.5/docbookx.dtd">
```

```
<chapter>
```

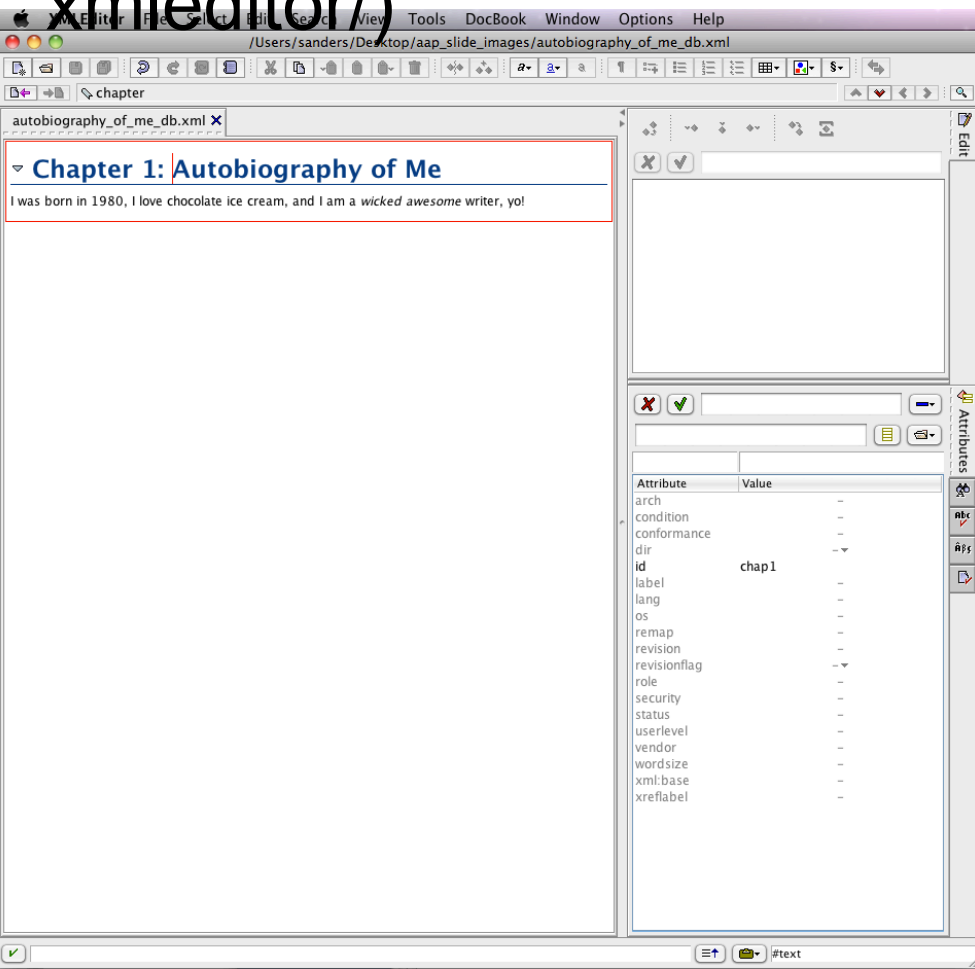
```
  <title>Autobiography of Me</title>
```

```
  <para>I was born in 1980, I love  
chocolate ice cream, and I am a  
<emphasis>wicked awesome</emphasis>  
writer, yo!</para>
```

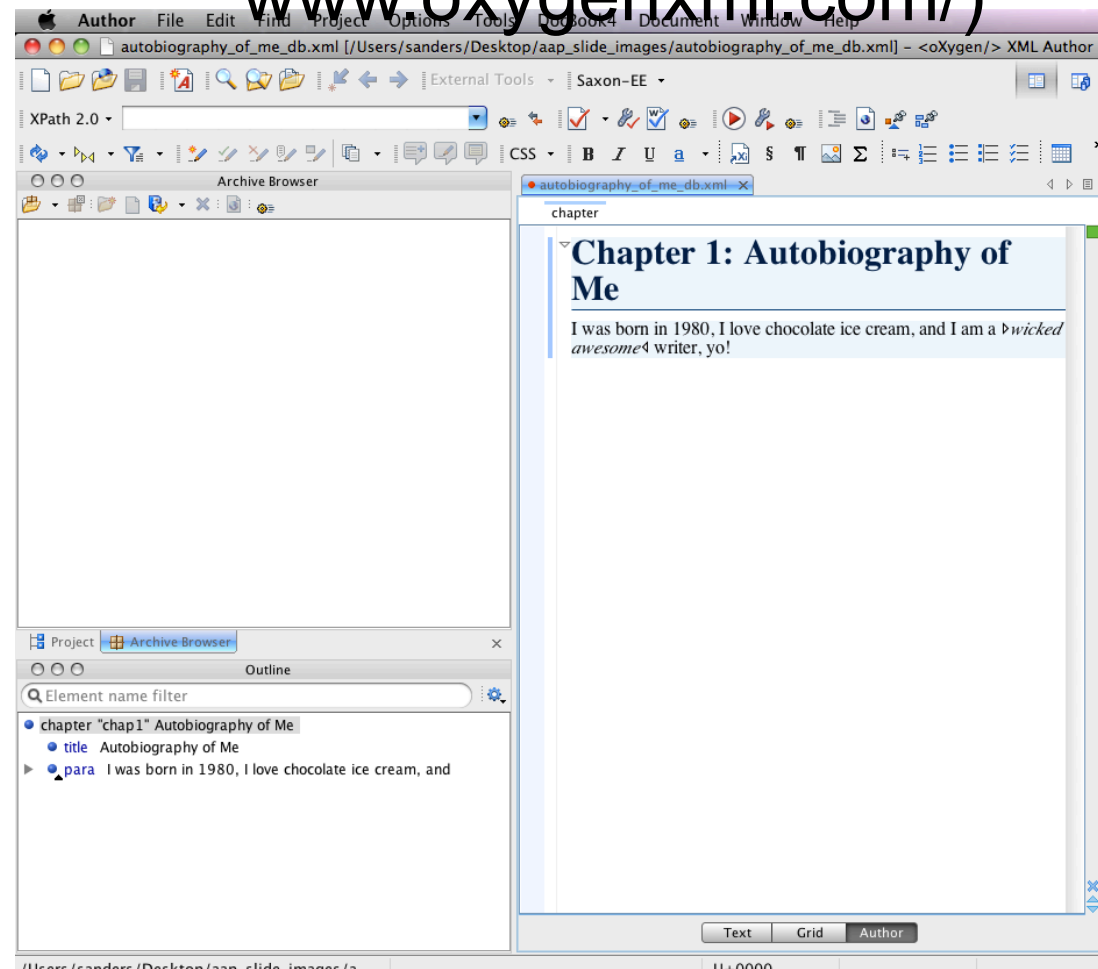
```
</chapter>
```

Text Editors with GUI DocBook Support

XMLmind XML Editor
(<http://www.xmlmind.com/xmleditor/>)



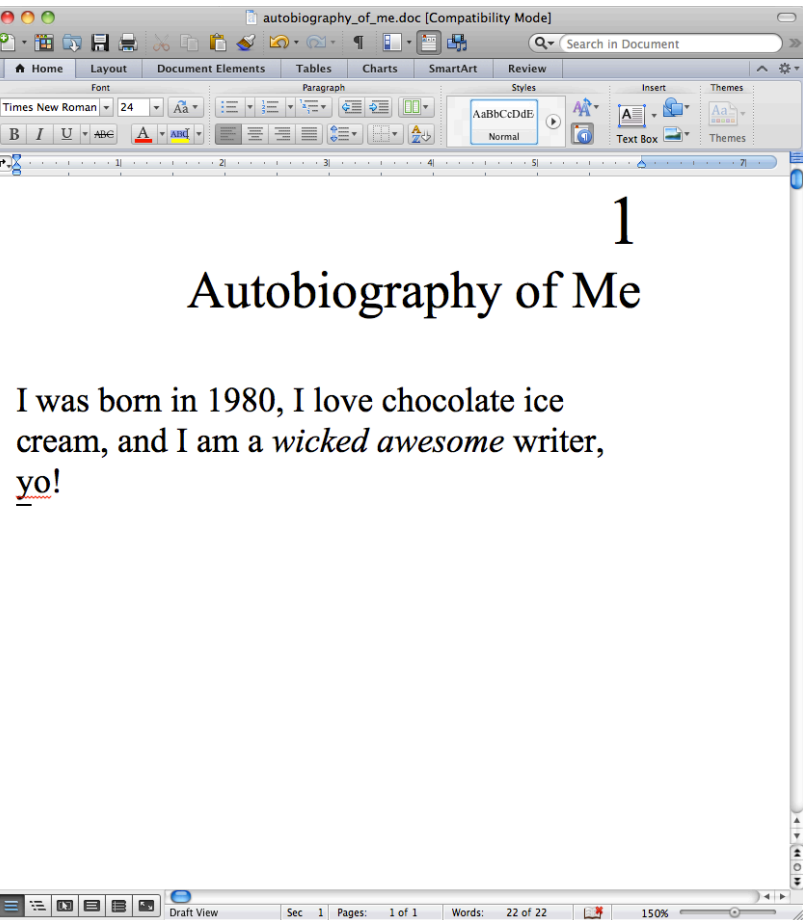
Oxygen XML Editor
(<http://www.oxygenxml.com/>)



Semantic Markup Option #2: AsciiDoc

- **AsciiDoc is a lightweight, wiki-like markup language for prose content**
- **It was created by Stuart Rackham in 2002.**
- **The AsciiDoc toolchain is written in Python, and relies heavily on text processing with regular expressions.**

AsciiDoc Representation of Book Content



== Autobiography of Me



I was born in 1980, I love chocolate ice cream, and I am a wicked awesome writer, yo!

Text Editor with AsciiDoc Support

O'Reilly
Atlas

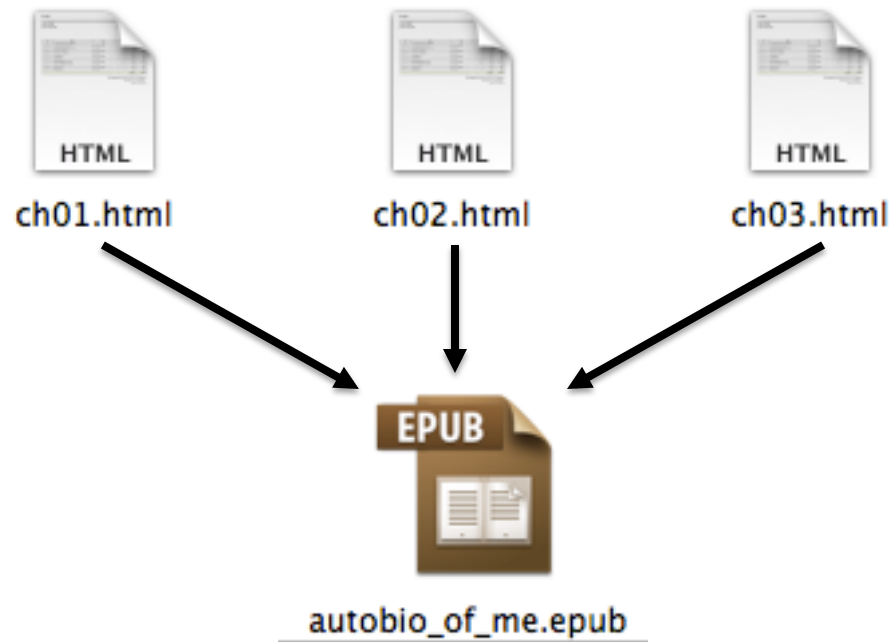


```
1 == Autobiography of Me|
2
3 I was born in 1980, I love chocolate ice cream, and I am a wicked awesome writer, yo!
```

Semantic Markup Option #3: HTML

“Say what? HTML?”

Ebooks are composed of HTML...



So, why not write them in HTML?


HTML5 = New Structural Semantics

- `<article>`
- `<aside>`
- `<header>`
- `<figure>`
- `<footer>`
- `<nav>`
- `<section>`

But eBooks require a richer content model!!!

- **More robust semantics for book-specific elements—e.g, chapter, appendix, glossary**
- **Explicit, enforceable rules for structure—e.g, no <h1>s lower in the hierarchy than <h2>s**

Introducing the HTMLBook Project: <http://github.com/oreillymedia/HTMLBook>

PUBLIC  **oreillymedia / HTMLBook** Pull Request Unwatch Star 0 Fork 0

[Code](#) [Network](#) [Pull Requests](#) 0 [Issues](#) 1 [Wiki](#) [Graphs](#) [Settings](#)

Let's write books in HTML! — [Read more](#)



[Clone in Mac](#) [ZIP](#) [HTTP](#) [SSH](#) [Git Read-Only](#) [Read+Write access](#)

branch: **master** [Files](#) [Commits](#) [Branches](#) 9 [Tags](#)

HTMLBook /

[247 commits](#)

Update README.asciidoc ...

 **adamwitwer** authored 6 days ago latest commit ed8666587d 

samples	14 days ago	Finished conversion of Alice's Adventures in Wonderland to HTMLBook s... [sandersk]
schema	14 days ago	Fixed incorrect enumerations for "type" attr and added support f... [sandersk]
stylesheets	19 days ago	added page definitions for basic book [adamwitwer]
LICENSE	19 days ago	adding MIT license [adamwitwer]
README.asciidoc	6 days ago	Update README.asciidoc [adamwitwer]
specification.asciidoc	19 days ago	Formatting fix. [sandersk]

README.asciidoc

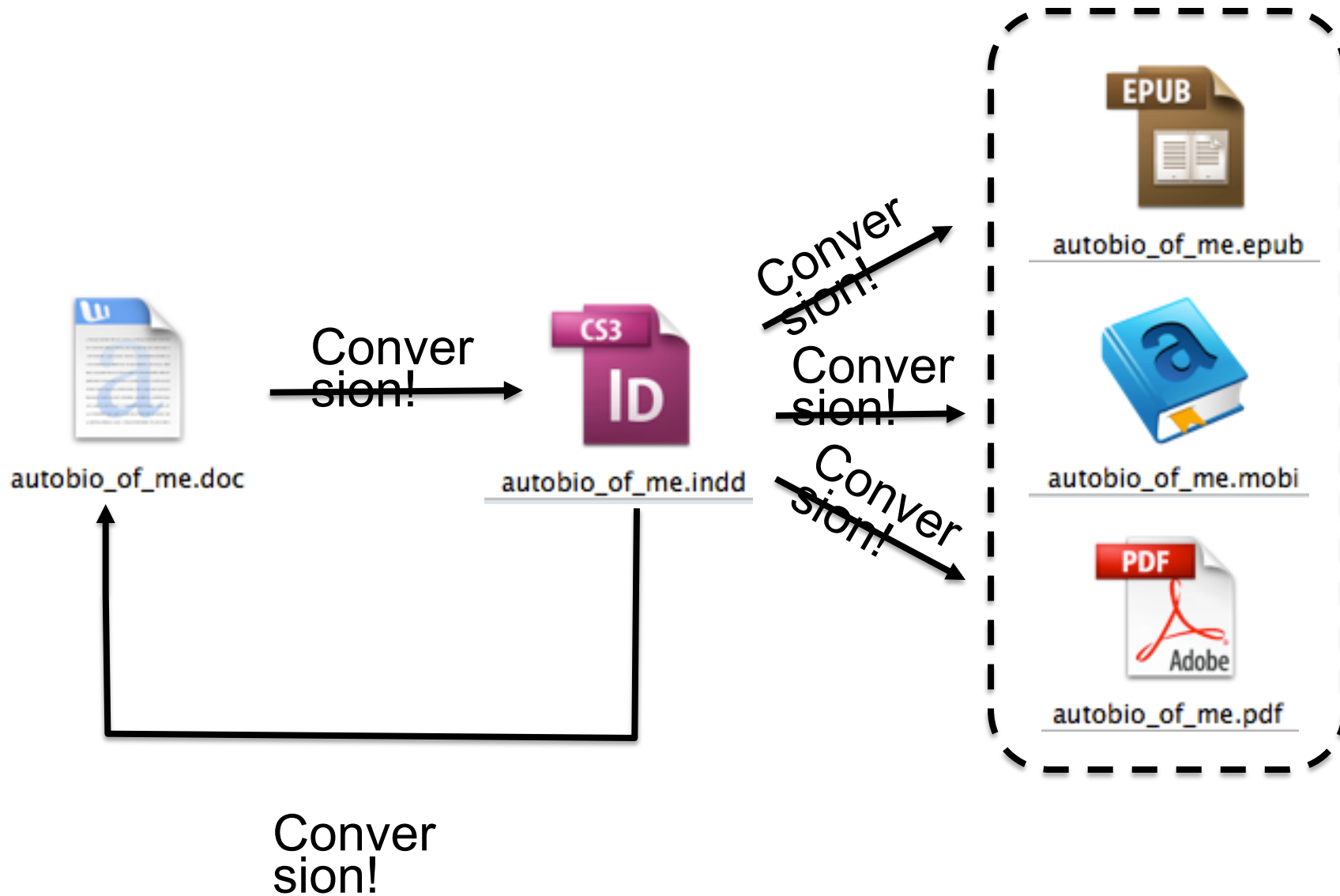
HTMLBook

Let's write books in HTML! HTMLBook is an open, HTML5-based standard for the authoring and production of both print and digital books. HTMLBook is built on the following premises:

**“That’s nice, but
what’s in it for me if
I develop my (e)book
in DocBook or
AsciiDoc or HTML?”**

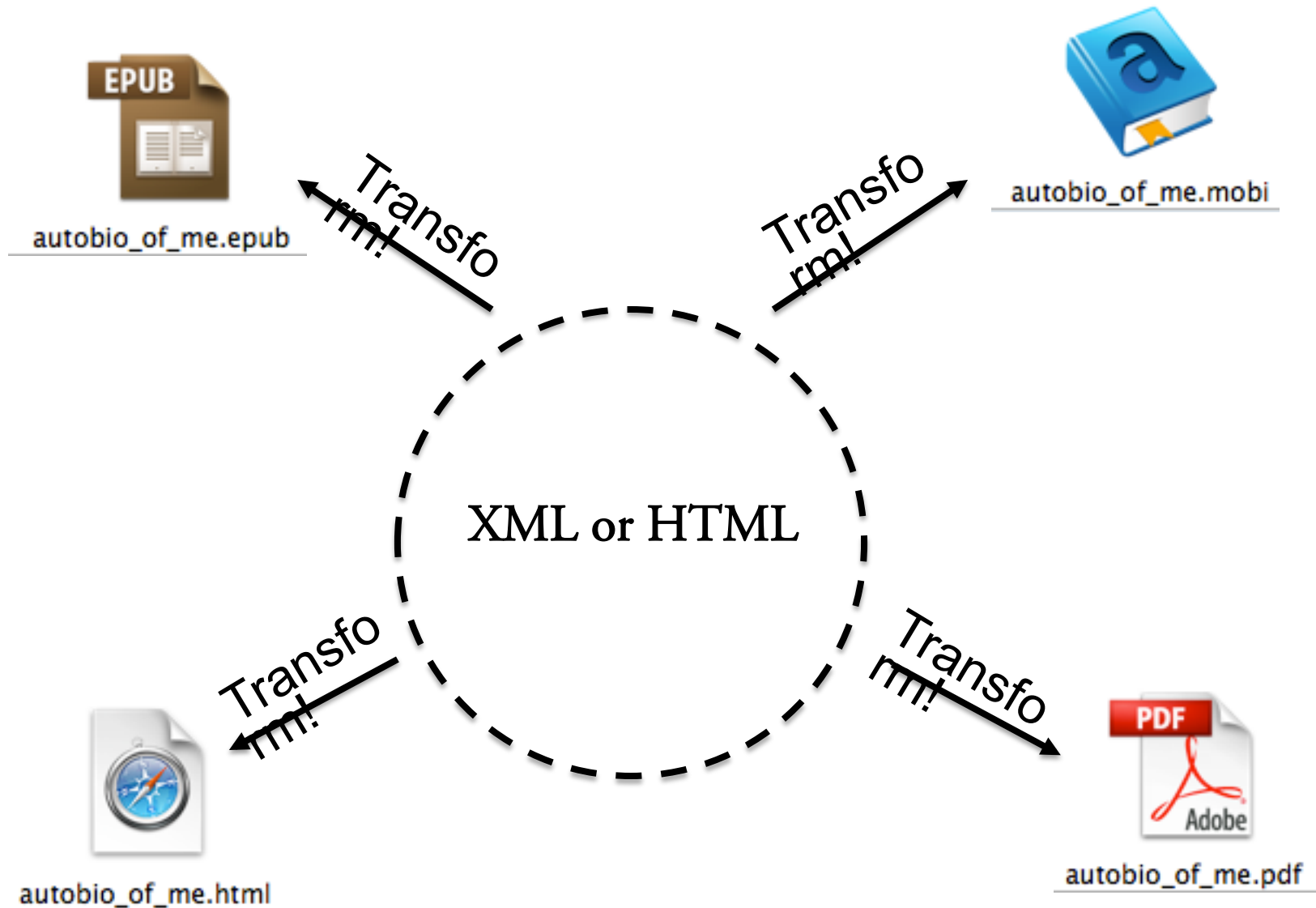
#2 Single Source, Multiple Outputs

Welcome to Conversion City



Enjoy Your Stay!

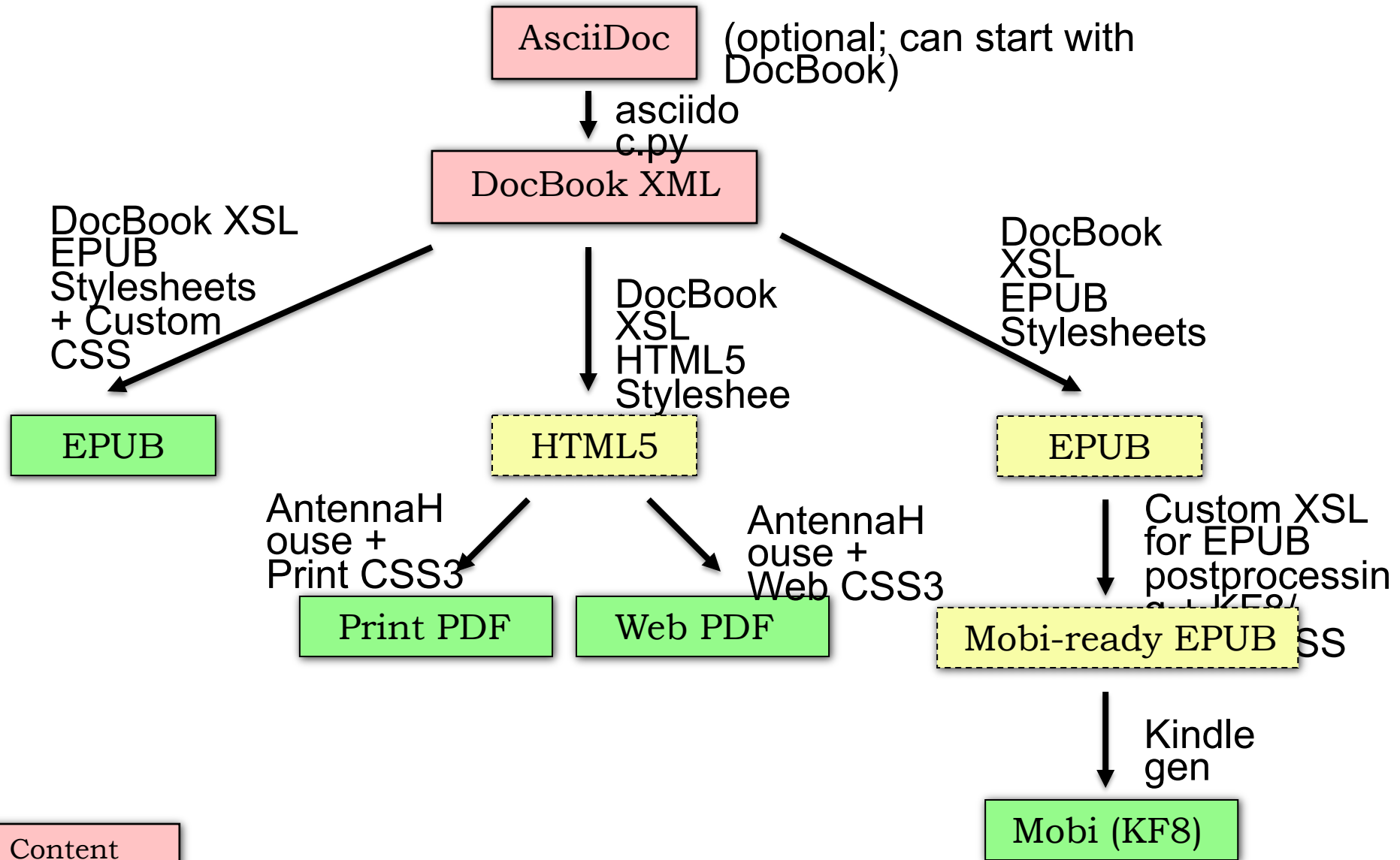
The Single-Source Model



Advantages of the Single-Source Model:

- All authoring/edits are made to *just one set of files*. No need to maintain multiple sets of files.
- Outputs are produced by *transforms*, not *conversions*.
- Transforms are *automated, fast, infinitely repeatable*, and *do not require cleanup* afterward.
- The model is *extensible*. Add new output formats by adding a new transform.
Workflow doesn't need to be reinvented.

ASC/DB Single-Source Workflow:

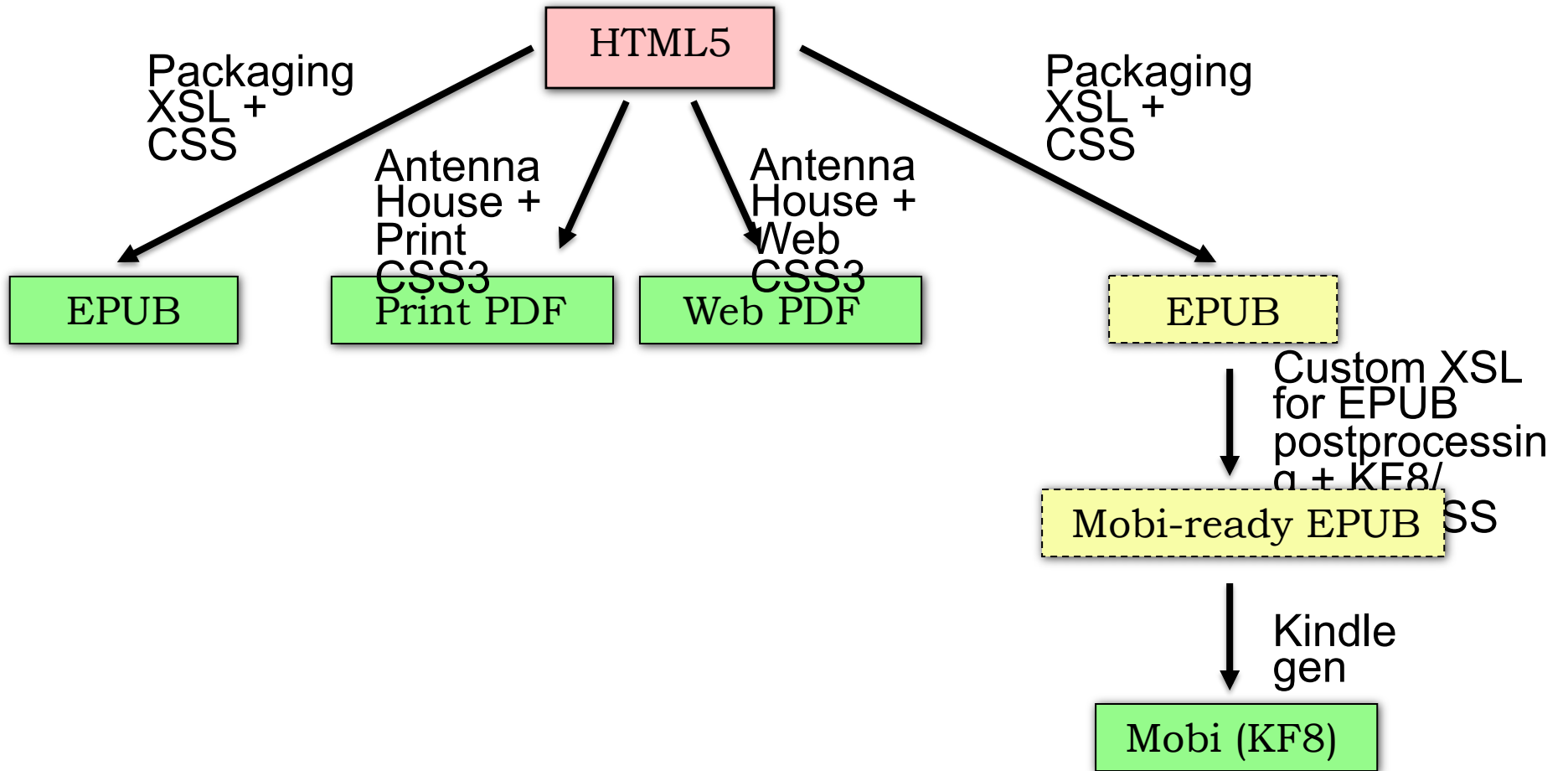


Source Content

Intermediate Output

Final Output For Sale

HTML5 Single-Source Workflow:



Source Content
Intermediate Output
Final Output For Sale

O'Reilly Atlas Ebook Build UI

O'REILLY
ATLAS

Profile Your Books Your Presses Invite Getting Started Log out Feedback Blog

Dashboard

Write

Changes

Build

Collaborators

Stats

Admin

Choose File Formats

PDF

Build your book as a PDF file for digital or print.

EPUB

Build your book in EPUB format for Nook and IOS.

MOBI

Build your book in MOBI format for Kindle.

HTML

Build your book as a website hosted on O'Reilly Chimera.

#1. Pick ebook formats to build

Files to Ignore

book-docinfo.xml

Files to Build

ch01.asciidoc

ch02.asciidoc

ch03.asciidoc

ch04.asciidoc

ch05.asciidoc

ch06.asciidoc

collecting_feedback_with_chimera.asciidoc

social_sidebar.asciidoc

index.asciidoc

#2. Pick content files to build

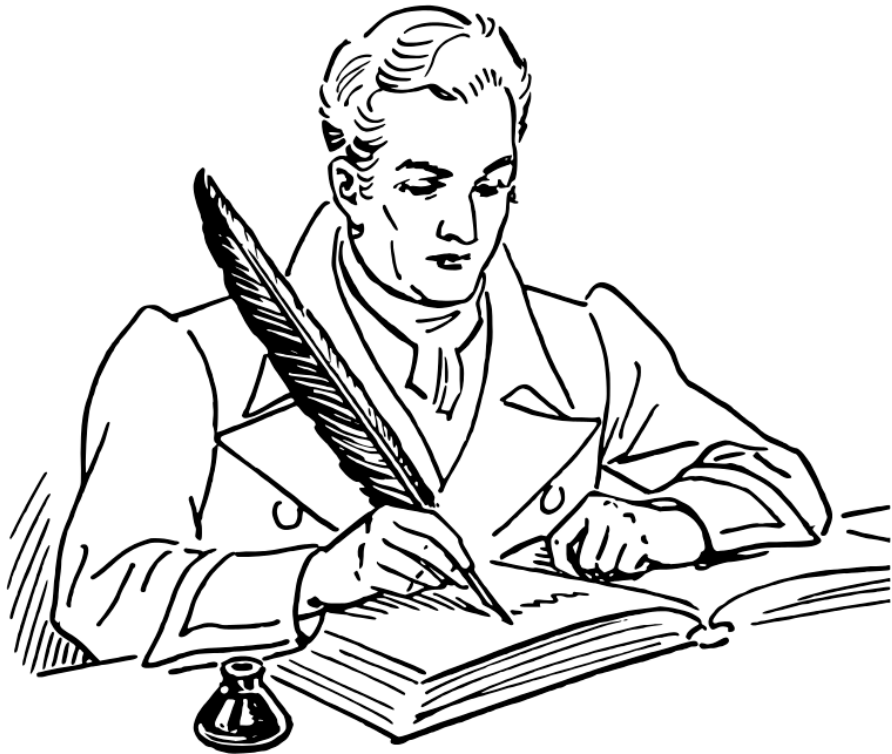
Build!

#3. Click "Build"

#3 Automate Your Headaches Away

1776:

Manuscript edits
cannot be automated



[http://commons.wikimedia.org/wiki/File:Quill_\(PSF\).svg](http://commons.wikimedia.org/wiki/File:Quill_(PSF).svg)

2012:

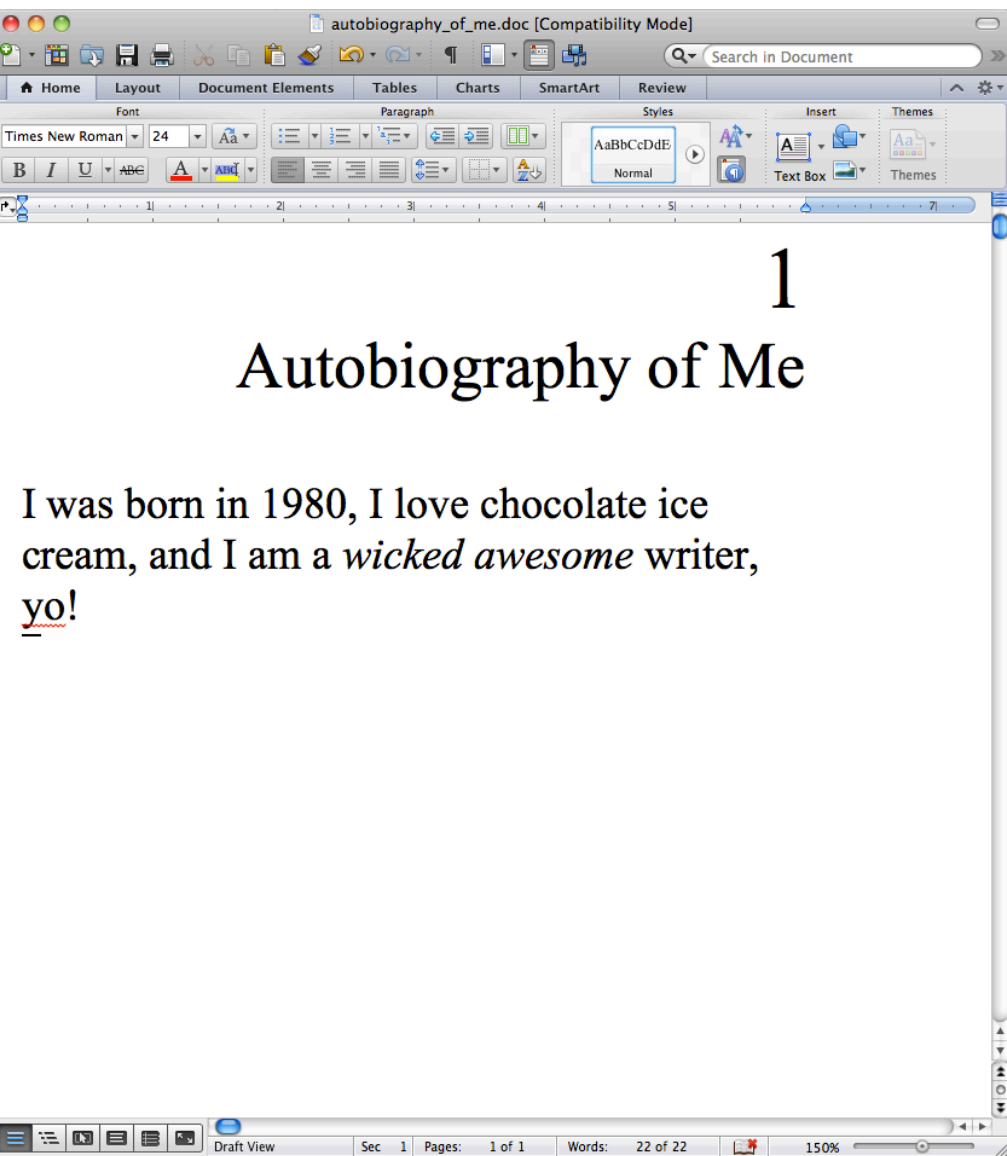
Manuscript edits
can be automated



<http://www.flickr.com/photos/asurroca/3699873444/>

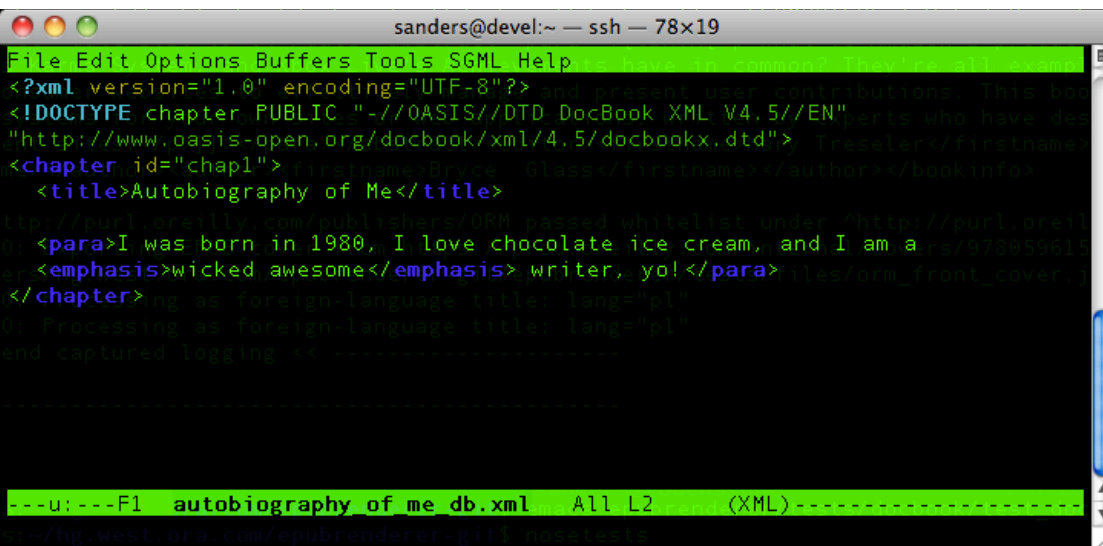
Some rights reserved by ASurroca

Tools for Scripting Word Documents



- **Macros**
- **Visual Basic for Applications (VBA)**
- **PowerShell**

Tools for Scripting Plaintext (AsciiDoc/XML) Documents



sanders@devel:~ -- ssh -- 78x19

```
File Edit Options Buffers Tools SGML Help
<?xml version="1.0" encoding="UTF-8"?> and present user contributions. This bo
<!DOCTYPE chapter PUBLIC "-//OASIS//DTD DocBook XML V4.5//EN"
"http://www.oasis-open.org/docbook/xml/4.5/docbookx.dtd">
<chapter id="chap1">
  <title>Autobiography of Me</title>
  <para>I was born in 1980, I love chocolate ice cream, and I am a
  <emph>wicked awesome</emph> writer, yo!</para>
</chapter>
```

--u:--F1 autobiography of me db.xml All L2 (XML)-----

- **Ruby**
- **Python**
- **Perl**
- **Java**
- **XPath/XSLT/XQuery**
- **JavaScript**
- **Regex**
- **Emacs/vi**
- **sed**
- **And many more...**

Fix My Manuscript with One Line of Code!

Request #1:

“In the important scientific article below, please change all superscripts to subscripts, except in informal equation elements”

DocBook XML Manuscript:

```
<chapter id="chapl">
<title>Makin' Water and Energy</title>

<para>Makin' water is really easy. The formula is
H<superscript>2</superscript>O, so you just take
some H<superscript>2</superscript>, and add some
O.</para>

<para>Also, here's how you make energy (per
Einstein):</para>

<informalequation>
<mathphrase>
E = mc<superscript>2</superscript>
</mathphrase>
</informalequation>
</chapter>
```

PDF Output: CHAPTER 1 Makin' Water and Energy

Makin' water is really easy. The formula is H²O, so you just take some H², and add some O.

Also, here's how you make energy (per Einstein):

$$E = mc^2$$

Fix My Manuscript with One Line of Code!

Solution #1: XPath to the rescue!

XML command and ↓
Make an edit rena me ↓
Select superscripts ↓
that are not... inside ↓
informal equations ↓
v = replace ment value ↓
Replace with subscripts ↓
Do all this on book.xml ↓

```
$ xmllint -e -r "//superscript[not(ancestor::informalequation)]" -v "subscript" book.xml
```

Revised DocBook Manuscript:

```
<chapter id="chapter1">  
<title>Makin' Water and Energy</title>  
  
<para>Makin' water is really easy. The formula is  
H<sub>2</sub>, so you just take some  
H<sub>2</sub>, and add some O.</para>  
  
<para>Also, here's how you make energy (per  
Einstein):</para>  
  
<informalequation>  
<mathphrase>  
E = mc<sup>2</sup>  
</mathphrase>  
</informalequation>  
</chapter>
```

PDF Output:

CHAPTER 1

Makin' Water and Energy

Makin' water is really easy. The formula is H₂O, so you just take some H₂, and add some O.

Also, here's how you make energy (per Einstein):

$$E = mc^2$$

Fix My Manuscript with One Line of Code!

Request #2:

“House style for dates is YYYY-MM-DD Can you please fix in manuscript below?”

AsciiDoc Manuscript:

```
== Kindergarten Lemonade Sales
```

```
.Lemonade sales by Kindergarten
```

```
Lemonade, LLC
```

```
[options="header"]
```

```
|=====
```

```
|Date|Lemonade Sold|
```

```
|3/15/12|6 glasses|
```

```
|4/22/10|10 glasses|
```

```
|5/31/12|2 glasses|
```

```
|7/14/11|4 glasses|
```

```
|8/19/12|1 glass|
```

```
|9/24/12|432 glasses|
```

```
|=====
```

PDF Output:

CHAPTER 1

Kindergarten Lemonade Sales

Table 1. Lemonade sales by Kindergarten Lemonade, LLC

Date	Lemonade Sold
3/15/2012	6 glasses
4/22/2010	10 glasses
5/31/2012	2 glasses
7/14/2011	4 glasses
8/19/2012	1 glass
9/24/2012	432 glasses

Fix My Manuscript with One Line of Code!

Solution #2: Regex FTW!

Perl script! Run the following regex Print each line... Char s before date Digit s in month Capture the following pattern: Digits in day Digits in year Char s after date Specify replacement pattern: Year Month Day Perform on this file

```
$ perl -p -e 's#^(.*)([1-9])/([0-9]{2})/([0-9]{4})date*)$# $1$4-$2-$3$5#g' book.asc
```

AsciiDoc Manuscript:

```
== Kindergarten Lemonade Sales

.Lemonade sales by Kindergarten
Lemonade, LLC
[options="header"]
|=====
|Date|Lemonade Sold|
|2012-03-15|6 glasses|
|2010-04-22|10 glasses|
|2012-05-31|2 glasses|
|2011-07-14|4 glasses|
|2012-08-19|1 glass|
|2012-09-24|432 glasses|
|=====
```

PDF Output:

CHAPTER 1
Kindergarten Lemonade Sales

Table 1. Lemonade sales by Kindergarten Lemonade, LLC

Date	Lemonade Sold
2012-03-15	6 glasses
2010-04-22	10 glasses
2012-05-31	2 glasses
2011-07-14	4 glasses
2012-08-19	1 glass
2012-09-24	432 glasses

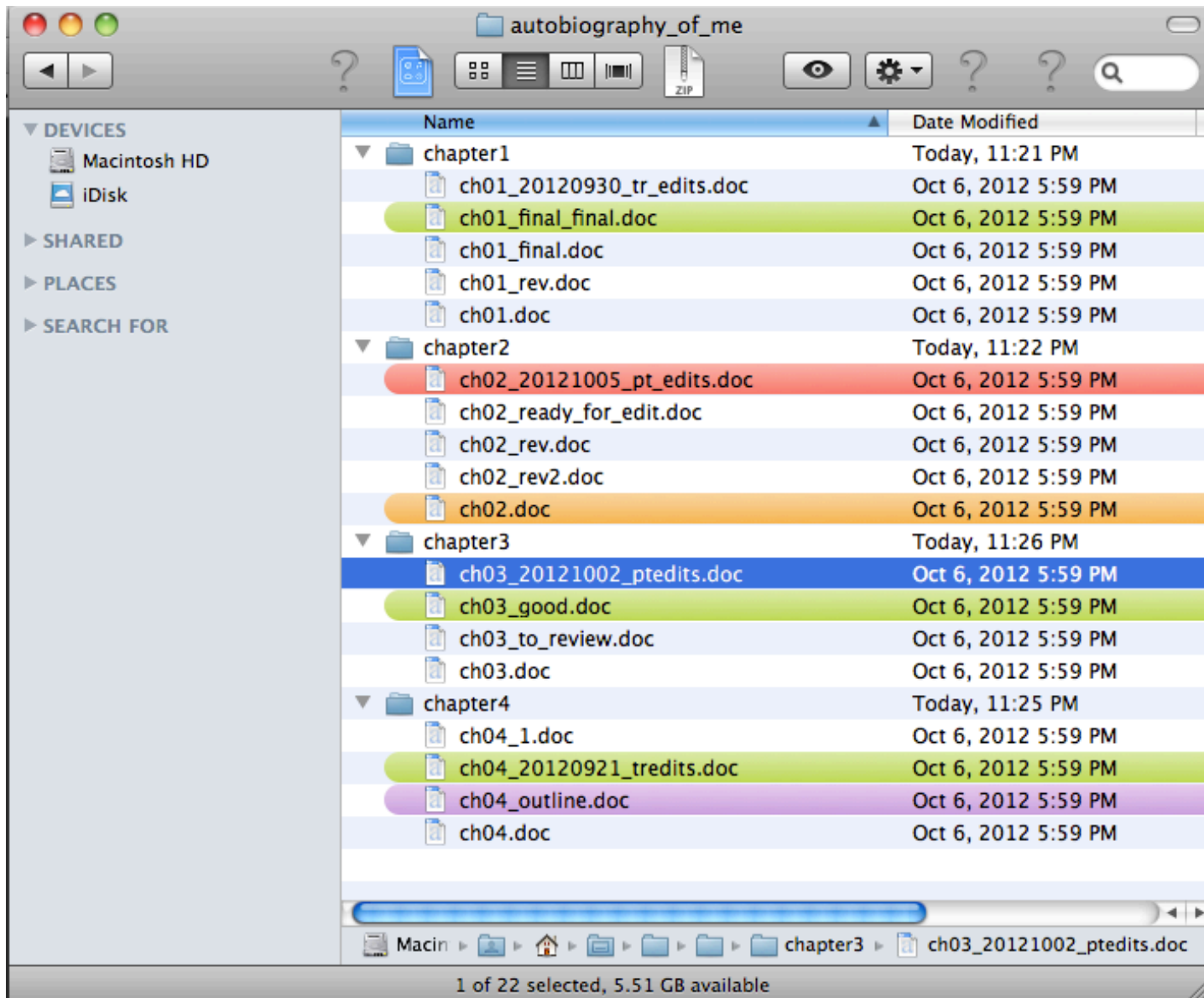
#4 Versioning is the New Spell-Check

Two Questions About Your (e)Book's Editorial Lifecycle

- 1. Will more than one person be working on the manuscript files?**
- 2. Will there be more than one draft of the manuscript?**

**If you answered *yes*
to either question,
you *need* a version-
control system.**

Key Feature #1 of Version Control: Revision Snapshots



Key Feature #2 of Version Control: *Diffing*

The screenshot displays a Microsoft Word window titled "tale_of_two_cities_corrected.doc [Compatibility Mode]". The ribbon includes Home, Layout, Document Elements, Tables, Charts, SmartArt, Review, and Styles. The Review tab is active, showing options for Font, Paragraph, Styles, Insert, and Themes. The document content is as follows:

I. The Period

It was the best of times,
~~it~~ was the worst of times,
~~it~~ was the age of wisdom,
~~it~~ was the age of foolishness,
~~it~~ was the epoch of belief,
~~it~~ was the epoch of incredulity,
~~it~~ was the season of Light,
~~it~~ was the season of Darkness,
~~it~~ was the spring of hope,
~~it~~ was the winter of despair,
~~We~~ had everything before us,
~~We~~ had nothing before us,
~~We~~ were all going direct~~ly~~ to Heaven,
~~We~~ were all going direct~~ly~~ the other way.

In short, the period was so far like the present period, that some of
~~its~~ noisiest authorities insisted on its being received, for good or for
~~evil~~, in the superlative degree of comparison only.

There were a king with a large jaw and a queen with a plain face, on the
~~throne~~ of England; there were a king with a large jaw and a queen with
~~a~~ fair face, on the throne of France. In both countries, it was clearer
~~than~~ crystal to the lords of the State preserves of loaves and fish,
~~that~~ things in general were settled forever.


On the right side of the document, several red comment boxes are visible, each with a checkmark and a close button. The comments are:

- Sanders Klei..., 10/8/12 11:33 PM
Deleted: ,
- Sanders Klei..., 10/8/12 11:35 PM
Comment [1]: Run-on sentence
- Sanders Klei..., 10/8/12 11:35 PM
Deleted: --
- Sanders Klei..., 10/8/12 11:35 PM
Deleted: i
- Sanders Klei..., 10/8/12 11:36 PM
Deleted: ,
- Sanders Klei..., 10/8/12 11:36 PM
Deleted: es
- Sanders Klei..., 10/8/12 11:36 PM
Deleted:

The status bar at the bottom indicates "Print Layout View", "Sec 1", "Pages: 1 of 1", "Words: 154 of 188", and "150%".

**What if we
versioned
manuscripts like
software developers
version code?**

Revision snapshots in GitHub



PUBLIC  [progit / progit](#) Watch Star 2,767 Fork 893

[Code](#) [Network](#) [Pull Requests 32](#) [Issues 74](#) [Wiki](#) [Graphs](#)



branch: **master** [Files](#) [Commits](#) [Branches 1](#) [Tags](#) [Downloads](#)

[progit / Commit History](#) Keyboard shortcuts available


Feb 12, 2012

-  **Translations in chapter 1** a7805af422 [Browse code](#)
roheim authored 8 months ago
-  **Adding none translated chapters** c685e5a8a1 [Browse code](#)
roheim authored 8 months ago



Feb 11, 2012

-  **[fr] rename README so that markdown is applied** be1ccce3ff [Browse code](#)
jnavila authored 8 months ago
-  **[fr] add french translation README** 81f9a85db8 [Browse code](#)
jnavila authored 8 months ago


Feb 10, 2012

-  **Merge pull request #16 from euler0/fix-typo-ch8** 7b8cdf5535 [Browse code](#)
pismute authored 8 months ago

Feb 09, 2012


-  **Merge pull request #17 from jungjoon/ko** a213e3b411 [Browse code](#)
lethee authored 8 months ago
-  **fix trivial typos** 7e9a1a2c29 [Browse code](#)
jungjoon authored 8 months ago

Feb 08, 2012

-  **[be] Little bit translated in 02-git-basics** 3a3b5b191c [Browse code](#)
itsimoshka authored 8 months ago

Pro Git: <https://github.com/progit/progit>


Diffing in GitHub


PUBLIC  **progit / progit** Watch Star 2,767 Fork 893


Code Network Pull Requests 32 Issues 74 Wiki Graphs

Files **Commits** Branches 1 Tags Downloads

Translating more. [Browse code](#)

 **deniscostadsc** authored 7 days ago 1 parent [e8e11cccc4](#) commit [6e611c698ced6a95668d5198d3100167d381fef5](#)

 Showing **1** changed file with **4** additions and **4** deletions. Show Diff Stats

8  | `pt-br/07-customizing-git/01-chapter7.markdown` View file @ [6e611c6](#)

```
... @@ -1,15 +1,15 @@
1  -# Customizing Git #
1  +# Customizando Git #
2
3  Até agora, eu cobri o básico de como o Git funciona, como usá-lo e apresentei algumas de ferramentas que o Git provê para ajud
4
5  -## Git Configuration ##
5  +## Configuração do Git ##
6
7  -As you briefly saw in the Chapter 1, you can specify Git configuration settings with the `git config` command. One of the first
7  +Como você viu brevemente no Capítulo 1, você pode configurações do Git com o comando `git config`. Umas das primeiras coisas c
8
9  $ git config --global user.name "John Doe"
10 $ git config --global user.email johndoe@example.com
11
12 -Now you'll learn a few of the more interesting options that you can set in this manner to customize your Git usage.
12 +Agora você vai aprender algumas opções mais interessantes que você pode definir dessa maneira para customizar o seu uso do Git
13
14 You saw some simple Git configuration details in the first chapter, but I'll go over them again quickly here. Git uses a serie
15
```

(English to Portuguese translation)

**#5 Always Think
“Digital First”**

**There is a difference
between a *digitized*
text and a *digital*
text**

Digitized Text = Digital Last
***“Let’s make a print book and
then get it converted to an
ebook.”***

Digital Text = Digital First
“Let’s make an ebook.”

**What Does *Digital First*
Look Like?**

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can also download the code from the [GitHub repository for HTML5 for Publishers](#). And don't forget to [try out the example for yourself!](#)

Try It Now!

Try out the quadratic equation solver below:

Quadratic equations can be written in the form:

$$2x^2 + 4x + -16 = 0$$

Here's the formula for solving quadratic equations

$$x = \frac{-4 \pm \sqrt{4^2 - 4 \cdot 2 \cdot -16}}{2 \cdot 2}$$

$$x = \{-4, 2\}$$



<-- Click these buttons to resize the quadratic equation and formula

Quadratic Equation Solver

Enter integer values for **a**, **b**, and **c** to solve a quadratic equation:

a: **b:** **c:**

← Interactive examples!

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- The 31-bit stream identifier, which uniquely identifies the HTTP 2.0 stream.

When debugging HTTP 2.0 traffic, some may prefer to work with their favorite hex viewer. Alternatively, there are plugins for Wireshark and similar tools which present a much easier and human-friendly representation - e.g. Google Chrome allows you to inspect the decoded exchange in `chrome://internals#spdy`.

Given the above knowledge of the shared HTTP 2.0 frame header, we can now write a simple parser which can examine any HTTP 2.0 bytestream and identify different frame types, report their flags, and the length of each by examining the first 8 bytes of every frame. Further, because each frame is length prefixed, the parser can skip ahead to the beginning of next frame both quickly and efficiently - a big performance improvement over HTTP 1.x!

Once the frame type is known, the remainder of the frame can be interpreted by the parser. The HTTP 2.0 standard defines the following types:



Comment by Sanders just now

Save

Cancel



Comment by Eric Lawrence 4 days ago

In the list below, it sounds like HEADERS can carry headers after DATA frames have already been sent. Seems like this could impact the application-level processing model (contrary to the assertions at the start of the chapter). For instance, a `getResponseHeader()` call on an `xmlhttprequest` object could behave differently depending on when it's called. In the HTTP/1.x model that was technically possible with Trailer headers, but since most clients and intermediaries didn't implement this properly it was rarely a concern...



Comment by Roberto Peon 3 days ago

That is right, HEADERS could currently happen after DATA, at which point they'd be something other than request headers. That is an area of ongoing head-scratching.

Inline
Commenting!

DATA

used to transport HTTP message bodies

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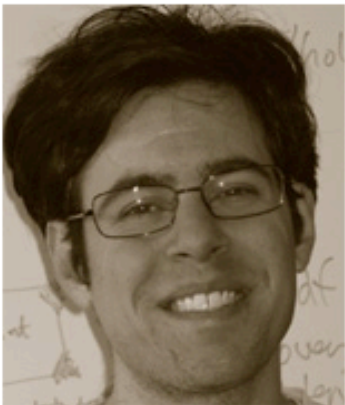
Yael Garten (LinkedIn)

Mobile is already changing everything about the way we access information, and we've only begun to experience the impact of the smart devices revolution. Mobile analytics is also very different from web product analytics. With a variety of screen sizes, operating systems, and many other features, the "mobile platform" is in fact a multitude of distinct platforms. How do we recognize and even benefit from this richness and heterogeneity to create amazing products our users will love? Data science

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Sanders Kleinfeld has been employed at O'Reilly Media since 2004 and has held a variety of positions, including roles on O'Reilly's Production, Editorial, and Tools teams. Currently, he works as a Publishing Technologies Specialist, maintaining O'Reilly's XML-based toolchain for generating EPUB and Mobi formats of both frontlist and backlist titles. He also helps coordinate O'Reilly's digital distribution efforts to electronic sales channels, and is currently assisting in R&D efforts surrounding HTML5

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