

Integrating the Publishing Environment

A brief story how it all begun

Follow-up Meeting, Brill/Leiden

Jan 18 – 19th, 2018

Dr. Alexander Markowetz, The Gesamtschau Institute /

Michaela Philipzen, Ullstein Buchverlage

5/2017 Publishers Production Conference, Irsee (D)



6/2017 Interface Publisher:Printer

BONNIER
Media Deutschland

CPI
print unlimited

GGP Media

 **PONDUS**
Die Online Verlagssoftware

9/2017 Editorial buchreport

buchreport

Digital

Digital, E-Book, Handel, Verlage

Donnerstag, 21. September 2017

PLUS DIGITALIZATION

Success factors of digital change

Most companies foster digitalization only within their company. But thinking outside the box of their own company is vital in order to make the digital transformation and to thrive in the process. How to make the most of digitalization in a fair and competitive market, by Alexander Markowetz.

Digitalization will fundamentally change society and economy as we know it.

In order to survive this change and to thrive in a fair and competitive market without depending on single big companies, retailers and publishers as well as other companies not only have to think outside of their own



10/2017 Talk & ..., Frankfurt Bookfair



10/2017 ... KickOff, Frankfurt Bookfair



11/2017 Canon Future Book Forum, Poing (D)



1/2018 Follow-up IPE, Brill/Leiden (NL)



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