**The future of the printed books in the digital age**

**Introduction**

The future always seems to be uncertain. Technology is changing and advancing at an alarming rate such that no single day passes without a new invention being reported. The print media has not been spared either or given space to thrive without facing competition from technology driven digital materials or rather electronic books (eBooks). The future of printed books seems to be uncertain but according to Clive (2011), “Every time I hear that question, I think about the “paperless office.” Back in the ’80s, the rise of word processors and e-mail convinced a lot of people that paper would vanish. Why print anything when you could simply squirt documents around electronically? We all know how that turned out. Paper use exploded; indeed, firms that adopted e-mail used 40 percent more paper” (p. 185). Therefore, it is a matter of fact that eBooks cannot phase out the print media books entirely.

In a world full of screens, paper would offer the unique features to organize disseminate and share thoughts. Research by Abigail and Richard (2009) supports that, there is also technology truism that needs to be considered; “When you make something easier to do, people do more of it” Now that office workers have access to computers and printers, they can design, draw and distribute elaborate multicolor spiral-bound presentations and birthday flyers. This therefore, supports the fact that no matter what, printed books will never be replaced by eBooks because of their appealing nature and physicality that the eBooks do not offer to the readers. It is thus evident that no matter what a person reads; in all aspects they are all the same. The information that is contained in convectional books is no different from that is in eBooks

In the past few years, eBooks have gained a lot of popularity and significance due to their accessibility and availability over the internet giving them a competitive advantage over the printed books which are only available in the bookstores. However, with the tremendous growth in e-commerce and technology which has just made the world just like one single big village, availability and accessibility to traditional printed books has also become easy by just a click of a mouse button. Readers have had the opportunity to select and choose books from online bookstores written by different scholars globally. These books are then bought at cheaper prices and eventually shipped to the buyers or the readers. EBooks also on the other hand require that the readers have electronic devices and some electrical energy to use them while to read a convectional book, the reader only requires the printed sheets of paper.

**Conclusion**

Technology will ultimately replace the print books but not absolutely. Regular bookstores will thus continue to exist as many people will always continue to want a new or old real book that they can hold on and put on the shelf. It is therefore, evident that the print or the traditional books will never lose their significance even a world that is dominated by technology. The appealing effect that accompanies them and their physicality which creates a mental picture and effect of possession and ownership will always reign and maintain their relevance in the digital world.

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