## Steal These Books Online

PAULO COELHO IS NOT THE LITERARY WORLD'S MOST ACTIVE Web aficionado, but he's certainly its most prominent. The Brazilian author has sold more than 100 million books, which include 14 short-story collections and the novel "The Alchemist." He has been a fan of the Internet since the early 1990s. He spends at least three hours a day online, writing e-mails back and forth with readers and posting photos

on flickr.com, MySpace and a blog.

Coelho's online activities also include a somewhat nefarious one: he likes to promote pirated copies of his own books. At the recent Digital, Life, Design Conference in Munich, Coelho told a gathering of tech-company

CEOs, artists and designers that since 2005 he's been directing his readers to an online site where they can download his books, in languages from German to Japanese, free of charge. "I always thought that when, at the beginning of your career, you strive to be read, you can't change your mind later and become greedy about it," he said.

Tell that to his publisher, Harper-Collins. When reached by NEWS-WEEK, a Harper-Collins spokesperson, Patricia Rose,

said the publisher knew nothing about Coelho's online activities.

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With his announcement, Coelho is turning up the heat on an issue that's been simmering in the book-publishing industry for years. In supplementing traditional promotional strategies, such as book signings and reviews, with free downloads, Coelho is championing a model that is gaining momentum among his fellow, if lesser known, authors. Writers of technical manuals, academic books and fiction authors like the science-fiction writer Cory Doctorow have been putting their entire books online free of charge, with the consent of their publishers. Some authors claim that online publishing increases book sales by stimulating word of mouth. Publishers, for the most part, have been reluctant to endorse the practice for

contracts for foreign rights and distribution. The trouble is, nobody knows what effect free online publishing has on book sales because there's little data to go on. "I think the Internet, for [publishers], is a very strange world, still,"

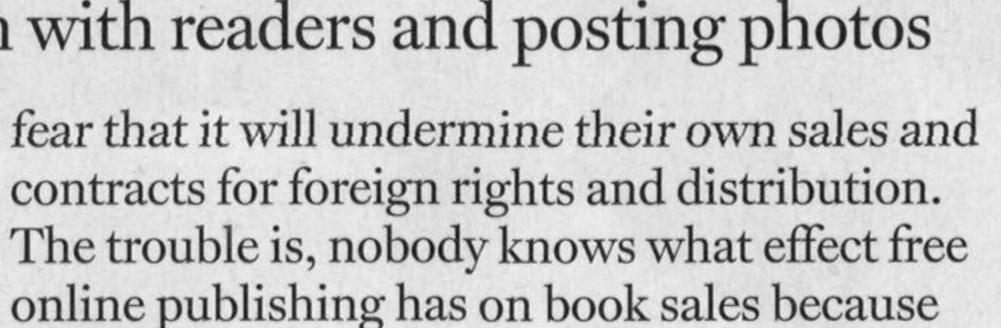
> says Coelho's agent, Mônica can't make up their minds whether it's good or not good."

Whereas most authors who embrace online publishing do so openly, Coelho had anonymity of the digital the books himself, Coelho is harnessing his sizable community of Net-savvy fans, who scan copies of his books and put them up for download to his site. He pays 10 fans scattered across France, Spain, Brazil, Russia and of his books from BitTorrent, age of Coelho, resplendent in a neatly trimmed white beard,

scarf and eye patch (he resembles an affable buccaneer in real life as well) and continue on to the site. Although the copyright for the translations belongs to the various publishing houses he works with, Coelho owns all the digital rights to his work, save for his contract for English editions with HarperCollins.

These online activities, Coelho believes, have only increased his already healthy sales. His fans have downloaded complete editions of his books, in languages ranging from Spanish to Swedish, more than 20 million times in the past seven years. By publishing online, he says, "you give the reader the possibility of reading books and choosing whether to buy it or not."

Since his surprise at the conference on Jan. 20, Coelho has yet to hear from the publisher. "So far, no reaction," Coelho says.



Antunes, in Barcelona. "They

been deftly hiding behind the world. Rather than publishing Turkey to help gather versions eMule and other sites. Visitors to his blog can click on an im-

leading to holographic TV or videogames.

HOLOGRAMS

In 3-D

Pictures

That Move

N 1947, HUNGARIAN-

of the electron microscope

the hologram. The feat won

British scientist Dennis

Gabor was tinkering with

ways to improve the resolution

when he accidentally invented

him a Nobel, but since then no-

body has been able to figure out

how to make the holographic

version of a motion picture—

researchers at the University

the journal Nature that they

of Arizona in Tucson wrote in

have created an updatable holo-

graphic film, made of a unique

blend of polymers that allows

images to be stored, erased and

replaced with new images every

few minutes. That's too slow

for Hollywood but fast enough

for a host of new applications,

author Nasser Peyghambarian.

Doctors could perform keyhole

surgery guided by MRI images

in 3-D. Soldiers could watch

battlefield images from many

different angles at once. The

needed to refresh the 3-D image

from minutes to milliseconds,

next step is to cut the time

says laser scientist and lead

holograms have remained

static. Recently, however,



IN 3-D: A image of Kate Moss

