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DCI 175: Innovations in Publishing

13 May 2019

Amazon’s Interference In The Publishing Industry

For many centuries, printed books have been a crucial part of our every-day lives, whether someone needed a book to study a subject matter or simply for leisure. Printed books serve many purposes and have always been the go-to source for seeking new knowledge, that is until Amazon released its very own electronic book, known as the kindle, to the public, allowing anyone to be able to download books to their very own device in seconds, saving time and money.

Since Amazon’s release of the Kindle in 2007, they have sold tens of millions of these devices, and just after four years of being on the market, more eBooks were sold than were printed books. With a sudden rise of eBook popularity beginning in 2007, many people predicted that printed books would become obsolete, however, it turns out that the demand for printed books has increased too. Given that publishing books is an iterative market, with technology driving new changes frequently, Amazon faces challenges such as having the ability to continue to create personalized reading choices tailored to each customer, as well as trying to innovate their e-readers while maintaining the peace and simplicity that each Kindle comes with.

So what makes print books different? Is it the experience that a reader has from start to finish, being able to physically touch the pages and be able to fold the top right corner of a page to mark a spot? I think it’s a combination of these qualities, as well as the fact that print-books have been around for so long and have become a part of global culture- many parent’s read bedtime stories to their kids and teachers read books to their students too. Print books will always be relevant in our culture, and will not become obsolete for a long time, if not ever.

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