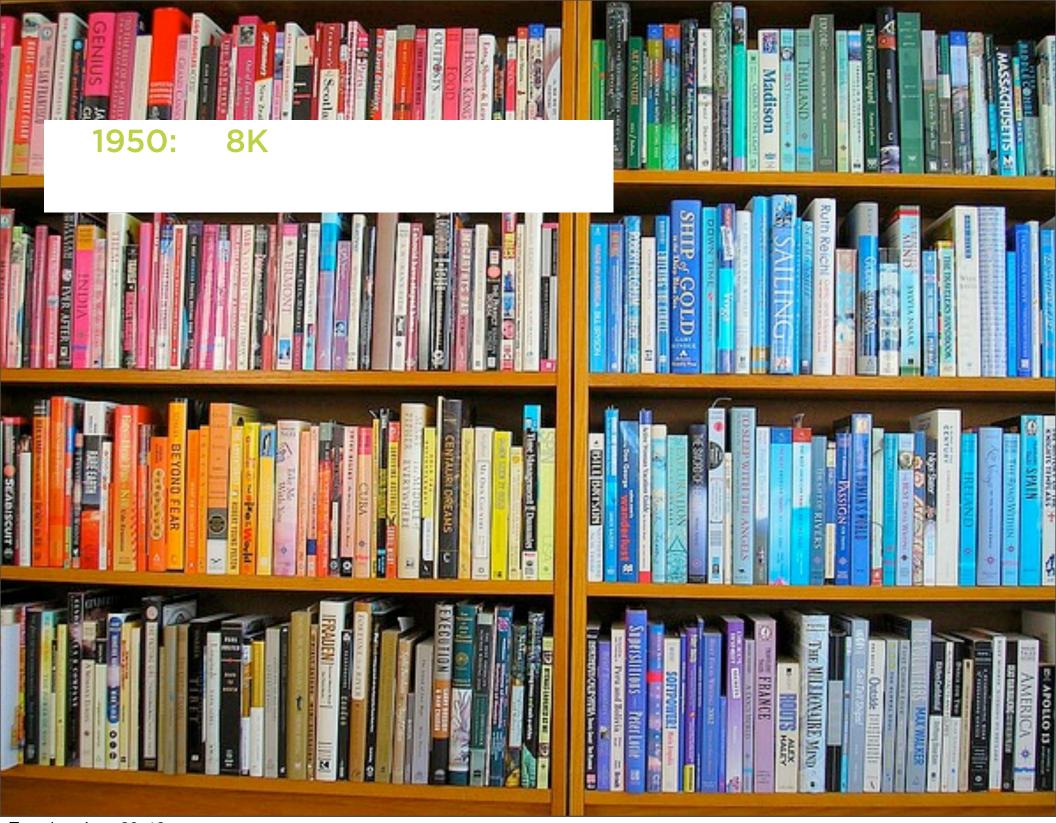
## Preparing for Life After the Download ("Wait, But We've Only Just Started?!")

Richard Nash, VP, Content & Community richard@smalldemons.com

@r\_nash @smalldemons

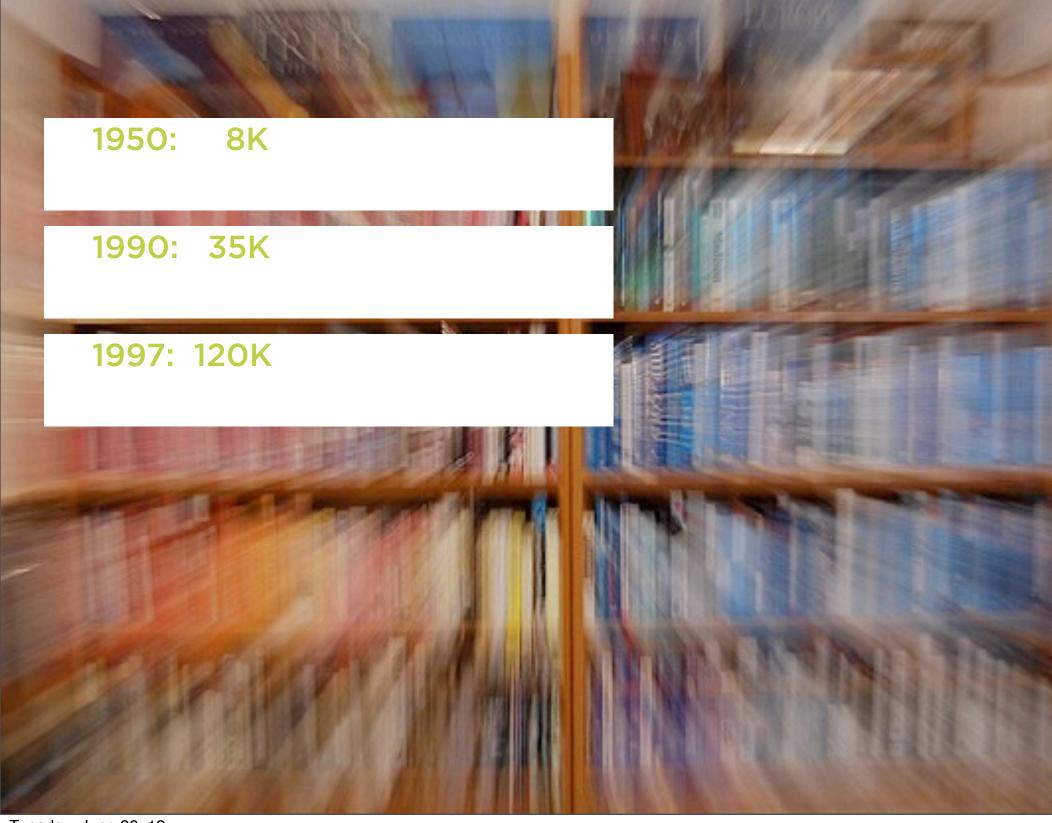




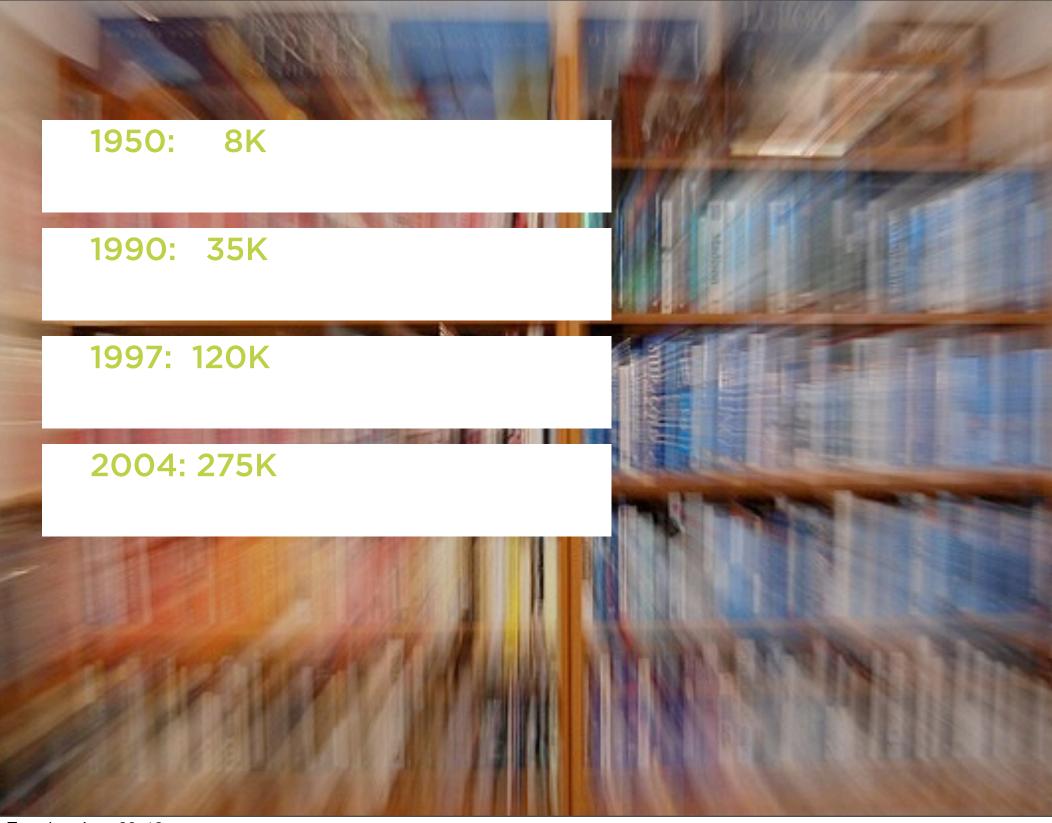
Tuesday, June 26, 12



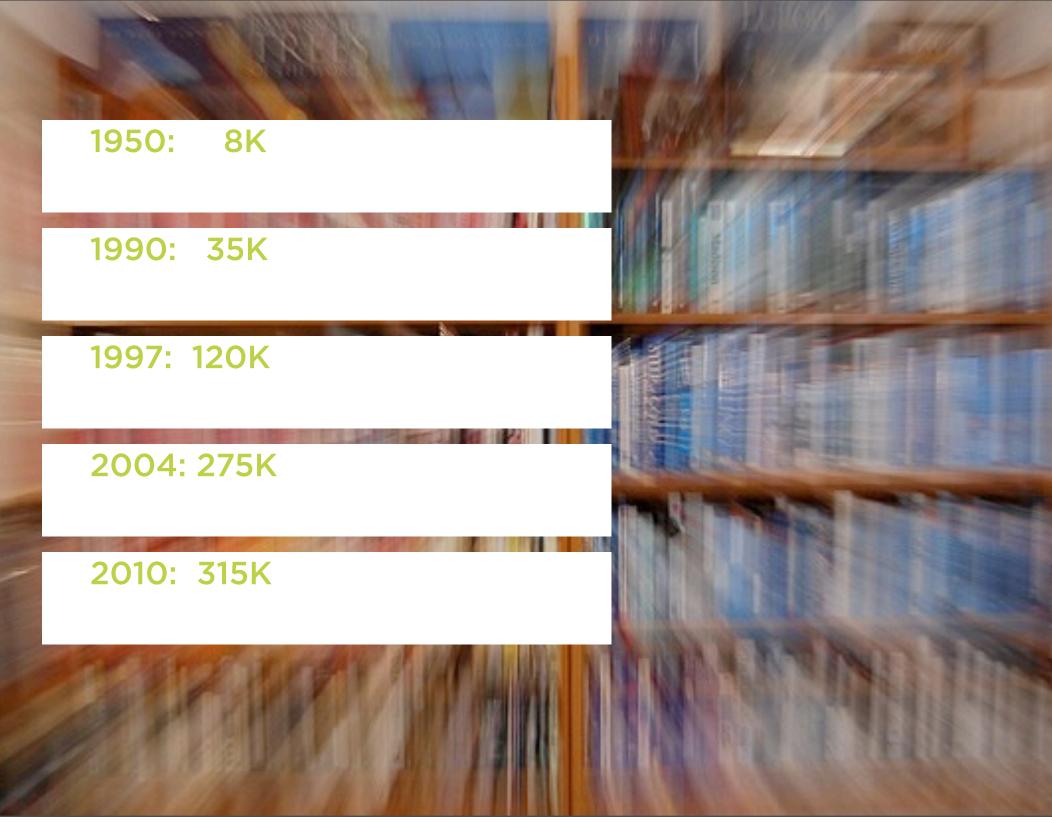
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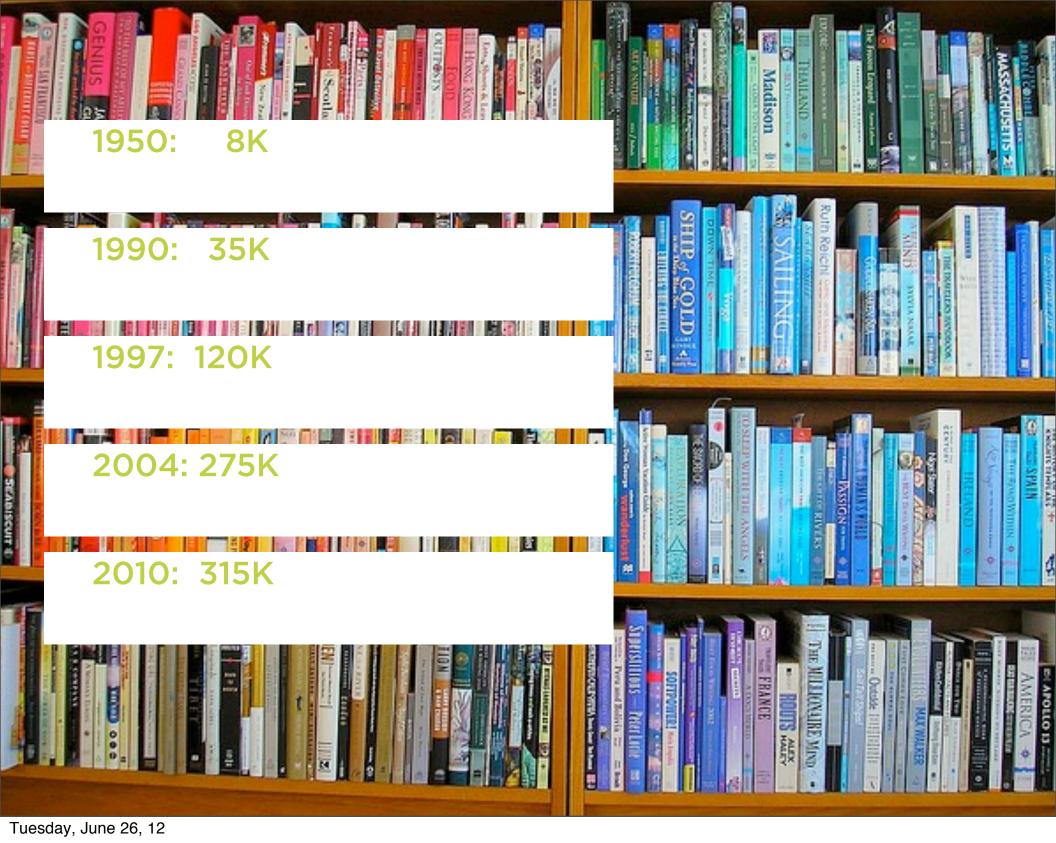
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Tuesday, June 26, 12



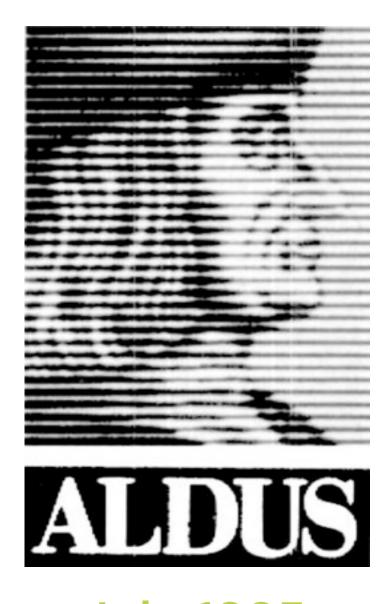
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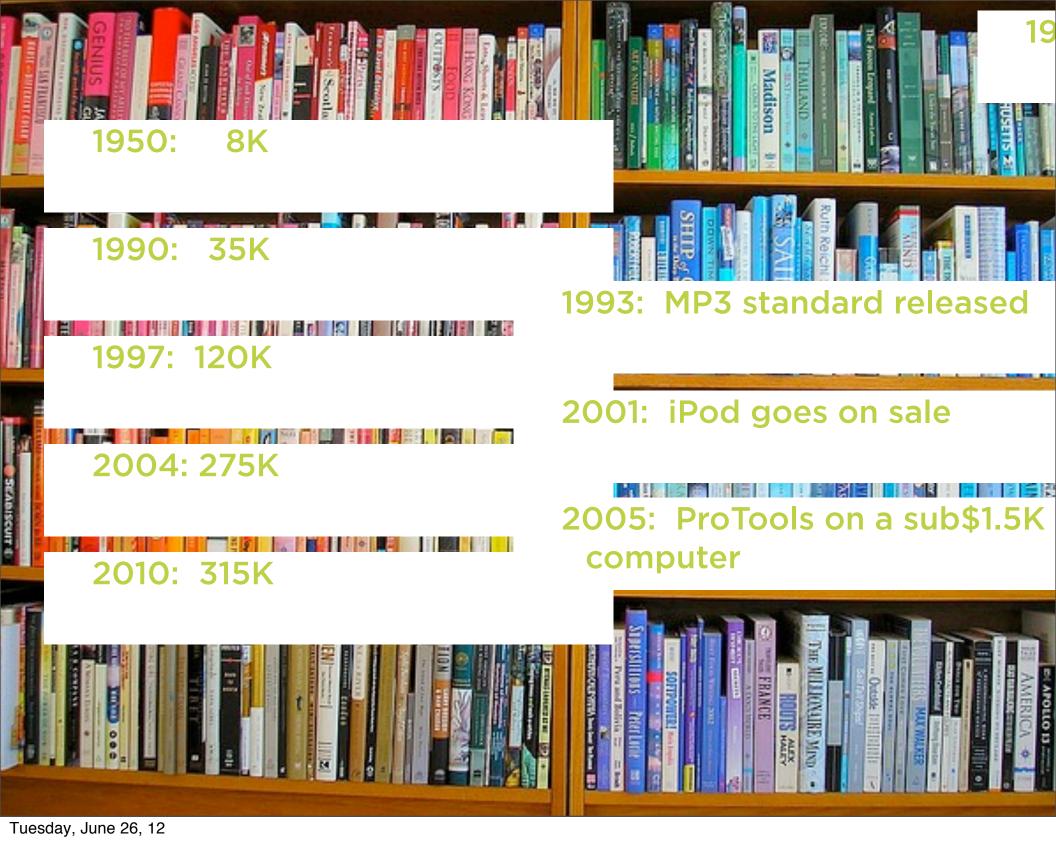


The Digital Publishing Revolution begins...





July 1985:
The Digital Publishing
Revolution begins...



Hey, it's gonna be OK!

































Digital is for Discovery.







O



Digital is for Discovery.

Digital is for Discovery. Products are a Lottery.

Digital is for Discovery.

Products are a Lottery.

Services are for Revenue.

When you don't like how the game is going, you can try to change the rules or you can try to change the game.

Digital is for Discovery.

Products are a Lottery.

Services are for Revenue.

## Richard Nash, VP Content & Community

richard@smalldemons.com

twitter: @R\_Nash @SmallDemons

http://smalldemons.com

