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The State of Digital Production within International Educational Publishing: Obstacles, Innovations, and Possible Solutions

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Advisor: Dr. Patrick Thomas

Questions

1. How do international educational book publishers respond to the industry's transition to digital publication models?
2. How can international educational publishers create a digital publication strategy?

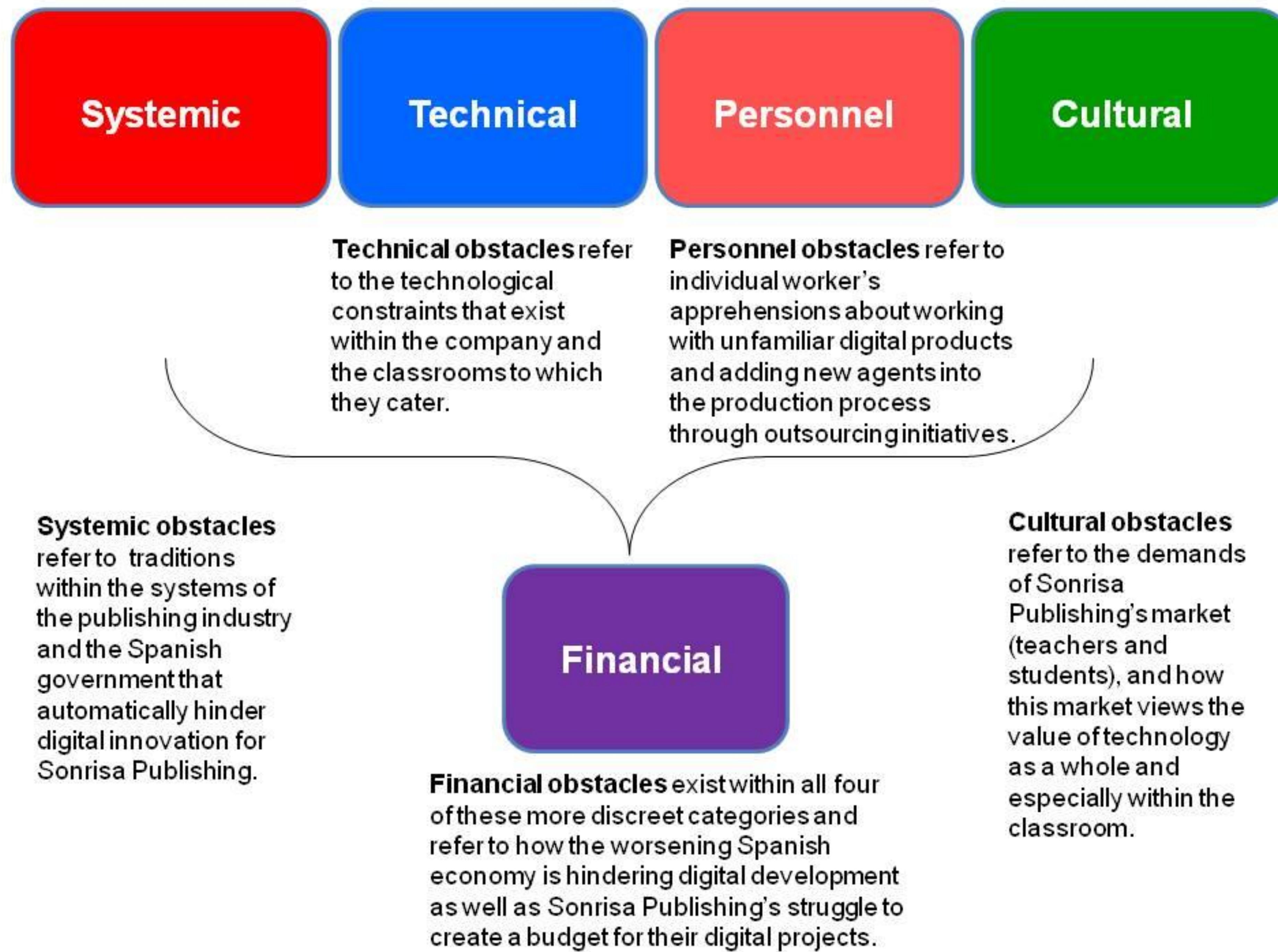
Methods

Participant Observation: Ethnography of a Bilingual Educational Publisher

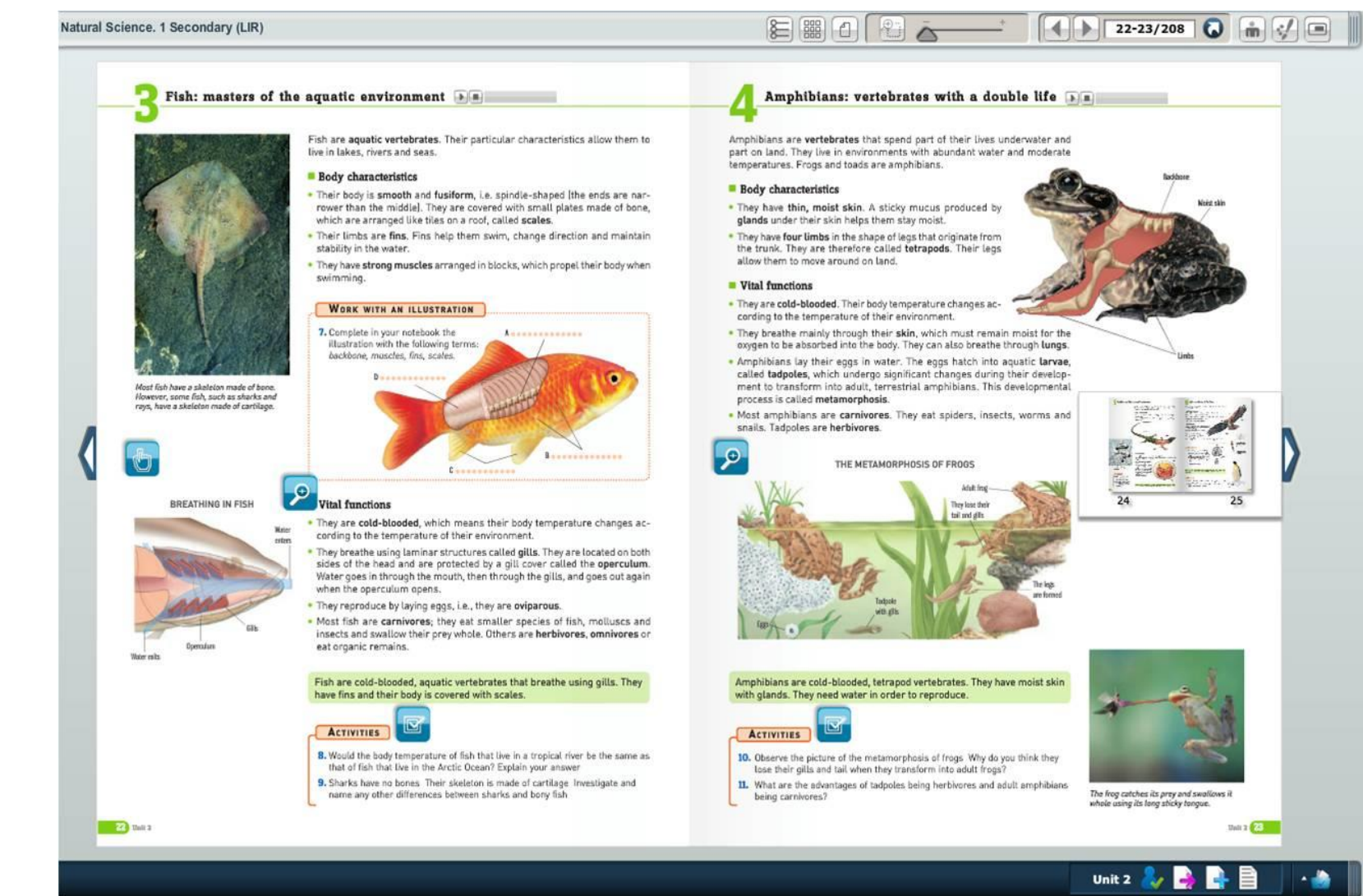
Interviews: 6 members of Sonrisa Publishing Staff



Findings

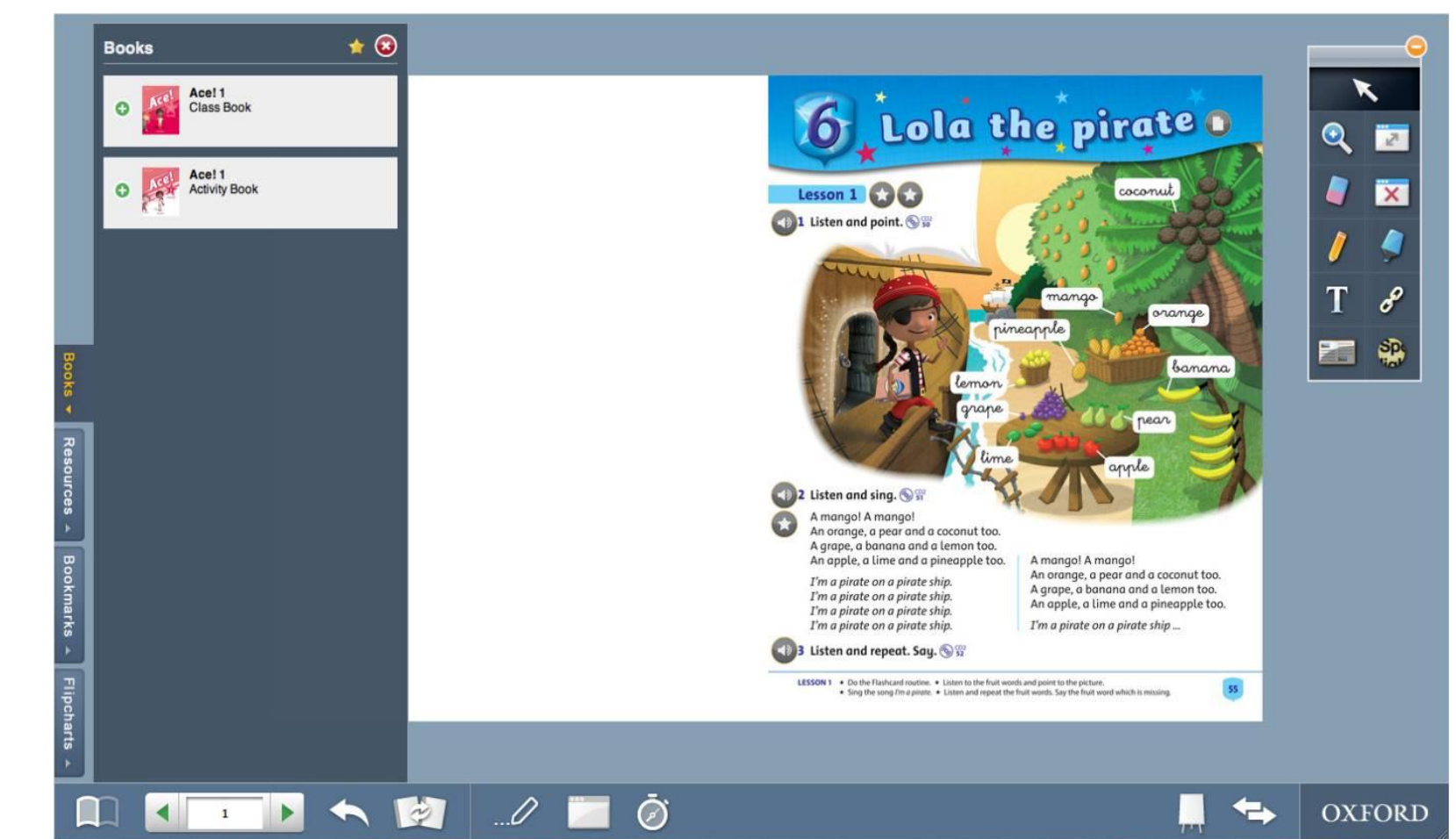


Technology & Competition

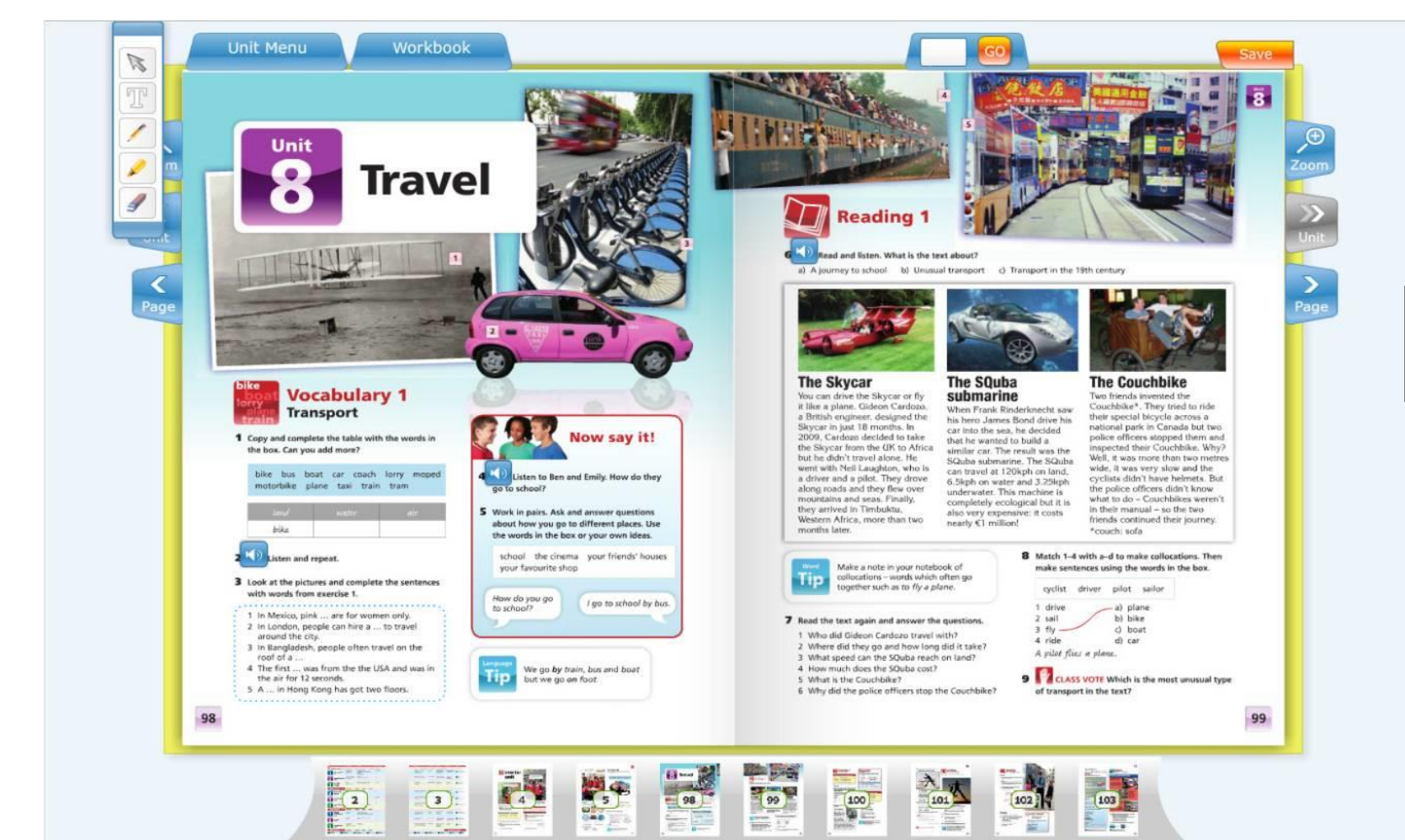


Sonrisa Publishing

Oxford University Press



Macmillan



The Changing Definition of Value in the Publishing Industry

Old Model of Production

- Product Driven Economy
- Print mode of production
- Scarcer product = higher value (\$\$)
- Value measured in the dollar, pound, euro, etc.



New Model of Production

- Data-Driven Economy
- Electronic mode of production
- More access to information in less time = higher value (KB)
- Value measured in the kilobyte

Conclusions

- Suggestions to Further Sonrisa Publishing's Digital Strategy**
- Digital Marketing
 - New Media Production
 - Budgetary Strategies