

eBooks

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**Yesterday's truths are
Today's crust for the crusty
Treasures covered up and deep**

Reading as essay titled: *The eReader Revolution* by Gordon S. Black—see link above—a number of thoughts emerge. Existing paradigms—like paper-based publishing—are always out of step with present reality.

The e-reader revolution happens in the land of early adopters/leapers; we used to take leapers' advice with a grain of reality's salt. Now though—after the emergence of the wired world—there are simply too many ready to jump the gun on any new paradigm. World-wide, there are enough of these leapers that shysters can make a mint from any scam.

Imagine the number of **hula hoops** and **pet rocks** that could be peddled now!

Later on in his essay, Black discusses the current publisher idea called the **platform**. This is their requirement that a new author must already have a fan base or following—ensuring that a number of books would be sold if the publisher were to produce them. This is reminiscent of the indie band phenomenon whereby the band promotes itself online and/or via touring—creating said platform.

I'm thinking that an Internet 'blog' can be a platform-creating device. Black's essay illustrates the use of Net enhancements when he includes click-able reference links—impossible in the paper medium. I would do well to have more of those enhancements—e. g. like the included link above—in my blog files.

Next Black discusses the bias/taste difference imposed by the gender and age of the publisher's staff—20-35, female—saying that there is no avenue for publication for written works outside of that core group's preferences.

Bias, dare I say virus? In my opinion, this virus infuses other media such as TV and the movies, too.

While Black is predicting dire consequences for traditional book-sellers I am remembering the 'print on demand' phenomenon. This appears to be an adaptive mechanism, useable by publishers great and small. Who knows how long the books made of wood pulp will continue? Despite his prophecies, methinks a few decades at least.

After an exhaustive and exhausting survey of eBook thingies I think I will dip my toe in the water—a **Nook** reader from Barnes and Noble. That investment will about half of what I would need for a fancy-pants tablet device—iPad, Playbook or Xoom—as at May 2011.

Maybe I'll revisit the tablet paradigm in another 6 months or so. The scope of what I need is much too broad for tablet and/or Net-book yearlings currently on show.