Leading with Ebooks: New Strategies for Librarians and Publishers

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Workman Publishing

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Total BooX

Moderator
<table>
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<tr>
<th>MANAGER</th>
<th>LEADER</th>
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<tr>
<td>Thinks short-term</td>
<td>Thinks long-term</td>
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<tr>
<td>Accept status quo</td>
<td>Challenges status quo</td>
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<tr>
<td>Asks what and why</td>
<td>Asks how and when</td>
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<tr>
<td>Thinks execution</td>
<td>Thinks ideas</td>
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<tr>
<td>Sets goals</td>
<td>Sets challenging goals</td>
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<tr>
<td>Consolidates and builds</td>
<td>Innovates and creates</td>
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<tr>
<td>Designs compromises</td>
<td>Increases options</td>
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<tr>
<td>Accepts responsibility</td>
<td>Seeks responsibility</td>
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<tr>
<td>Deals with complexity</td>
<td>Deals with change</td>
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Managing Ebooks

- Build
- Limit
- Copy
- Accept
- Control
- Take
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- Build
- Limit
- Copy
- Accept
- Control
- Take

Leading with Ebooks
- Create
- Expand
- Originate
- Challenge
- Inspire
- Give
<table>
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<th>Managing Ebooks</th>
<th>Leading with Ebooks</th>
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<td>Watching the bottom line</td>
<td>Watching the horizon</td>
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How to lead with ebooks

- Think like a READER
- Promote the AUTHOR
- Value the BOOK
- Enable READING
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Enable READING
Meet the panelists

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Elizabeth Joseph
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Jamie LaRue writes, speaks, and consults about the future of public libraries. He is the author of *The New Inquisition: Understanding and Managing Intellectual Freedom Challenges*, and is well known for the Douglas County Libraries Model, a library platform for the management of ebooks.
Elizabeth Joseph was recently appointed Coordinator of Information and adult services at The Ferguson Library in Stamford Connecticut. She is format agnostic reader of literary fiction and nonfiction. She embraces all technology that simplifies, organizes and enhances her life.
Stuart Smith is a graduate of San Francisco State University and holds his degree in English Literature. Before joining Open Road Media last winter, he spent ten years in sales at Simon & Schuster. He has been a featured speaker on Huffington Post Live and is a contributor to multiple literacy blogs. He reads ebooks while on the stair master every morning.
Terry Kirchner joined the Westchester Library System, a cooperative public library system in New York, as Executive Director in January 2009. Prior to working in Westchester, he worked at Columbia University Libraries and the New York Public Library. Much to his surprise, Terry has taken the digital leap and fully embraces the potential offered by ebooks.
Michael Rockliff set out to become a librarian, before moving into book retail, notably at Pickwick Book Shop on Hollywood Boulevard, then the largest bookstore west of the Mississippi. Following more than 38 years in sales at Random House, he became Director, School and Library Sales & Marketing at Workman Publishing Company, where he remains happily ensconced.
Yoav Lorch is a writer turned entrepreneur who has written over 200 TV scripts, created and translated works for the professional theatre, and published several children’s books. In his high-tech career he founded two companies and led both from concept to international presence. Total BooX, Yoav's third start-up, brings together his abilities in building companies and his love of books.