

The Future of Electronic Books

By Craig Lock

The Future of Electronic Books

Craig Lock
clock@paradise.net.nz

Bridgeniche.com <http://www.bridgeniche.com>

Article Title: The Future of Electronic Books
Author Name: Craig Lock
Line Space: 65 characters
Category (key words):
Book publishing, electronic publishing/books, e-books
Internet address: <http://www.bridgeniche.com>

Publishing Guidelines: We hope that the following piece may be informative and helpful to your e-zine readers, or on your web site. This article may be freely reproduced electronically or in print.

"We share what we know, so that others may grow."

*

The Future of Electronic Books

by Craig Lock

Just sharing a few thoughts on the place and future of E-books...

We at Eagle Productions (New Zealand) in association with BridgeNiche.com (South Africa) believe that ebook publishing is the way of the future (as shown by Steven King's "Riding the Bullet"). Though personally, I believe there will always be a place for traditional publishing with paper books. People will always love holding a real book out in the sun for their holiday reading. I just believe electronic-publishing is way cheaper and immediate compared to "hard copy" publishing. Incidentally, our electronic books (which are available at www.bridgeniche.com) are about a third the cost of our hard copies. People can print out the books, should they wish...or simply read on their computer screens... and so make the "greenies" happy.

Thus electronic publishing has many benefits for the reading consumer in terms of both cost and accessibility (immediate

publishing), as well as for talented new authors, who may find great difficulty in getting their work accepted by traditional publishing houses - especially the well-known ones who rarely take on new authors in the current harsh publishing environment. In addition, things are moving so fast with reading aids in electronic publishing. New technology is constantly developing the hand-held reader, so soon you may be able to download novels at the beach.

May the two forms of publishing work in tandem in the future, to the benefit of the consumer - in terms of ease, accessibility and especially affordability. More CHOICES for the consumer is of paramount importance in today's very competitive purchasing-entertainment marketplace!

*

We have an ultimate vision (or dream) of Gisborne on the East Coast of the North Island of scenic and tranquil New Zealand being a "renowned and recognised" centre of electronic, as well as conventional publishing, a world-renowned centre in providing quality courses in distance education and adult online teaching. Perhaps one day even a centre of excellence in developing technology in the South Pacific. Together with a presence and strong association in my "beloved, vibrant and diverse former country", South Africa (thanks so much, Stefan). In time all of my "lucky" 17 books will be available both electronically, as well as paper copies.

(Thanks to my "technogeek" associates, Bill, Erich and Stephan for all their help, drive, talent and vision, as I don't understand much of modern technology).

We are currently looking at the possibility of developing audiobooks (especially as an aid to the deaf). We believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief, faith in yourself and persistence (not necessarily in that order) is the key to marketing success and seeing a vision turn into reality.

That is our ultimate vision and something we at Eagle Productions in association with Stephan Van Der Lingen of Gauteng, South Africa and Erich Licht in Ohio, USA are daily striving towards with all our energies and creative endeavours.

Craig Lock

<http://www.craiglockbooks.com>

" Whatever the mind can conceive, can be achieved." - Johann Wolfgang Von Goethe

P.S: If interested, our publishing vision may be viewed at:
<http://www.prweb.com/releases/2003/7/prweb71552.htm>

"We make a living by what we get...but we make a life by what we give."

- Norman MacEwan

"We can all use the internet to reach out to the "global community" and build a better world in this new "Information Revolution" that is upon us. Let's use it wisely, respect our diversity and unique cultures; but celebrate a new world in union. One where, like your founding forefathers in America, you can first celebrate the Independence Day of the strong burning creative spirit that is within you. If set alight, it is a flame that will burn brightly and make your personal VISION of the future a REALITY...and perhaps even your unique DESTINY."

"Life is about finding, then following the dream... and one's dream/vision comes to reality through believing in yourself, making the commitment and then creating it."

- Craig Lock

The various books that Craig "felt inspired to write" are available at: <http://www.bridgeniche.com>

P.S: Don't worry about the world ending today... it's already tomorrow in "little" scenic and tranquil New Zealand

THIS ARTICLE MAY BE FREELY PUBLISHED

\

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)