Since the introduction of the rocket e-book several years ago, e-books have promised to revolutionize the way we read. Corporate giants Microsoft and Adobe Systems have developed sophisticated e-book reader software that enhances the electronic reading experience. Hardware manufacturers such as Gemstar, Franklin, and Cytale continue to produce new reading devices. Yet despite the numerous advantages offered by various e-book readers and despite the widespread popularity of personal digital assistants (PDAs) and pocket PCs capable of reading electronic books, the e-book market has thus far failed to materialize. Aside from institutional purchases of netLibrary titles, sales figures for e-books have been disappointing, due in large part to digital rights management barriers that have adversely affected available content. Publishers, fearing Napster-like piracy of digital content, seem reluctant to develop a viable e-book business model whose success could undermine the traditional, paper-based publishing industry.

Abstract
Since the introduction of the rocket e-book several years ago, e-books have promised to revolutionize the way we read. Corporate giants Microsoft and Adobe Systems have developed sophisticated e-book reader software that enhances the electronic reading experience. Hardware manufacturers such as Gemstar, Franklin, and Cytale continue to produce new reading devices. Yet despite the numerous advantages offered by various e-book readers and despite the widespread popularity of personal digital assistants (PDAs) and pocket PCs capable of reading electronic books, the e-book market has thus far failed to materialize. Aside from institutional purchases of netLibrary titles, sales figures for e-books have been disappointing, due in large part to digital rights management barriers that have adversely affected available content. Publishers, fearing Napster-like piracy of digital content, seem reluctant to develop a viable e-book business model whose success could undermine the traditional, paper-based publishing industry.

Keywords
Electronic publishing  Market economy  Rights issues  Business development

Citation

Publisher: MCB UP Ltd
Copyright © 2001, MCB UP Limited

To read the full version of this content please select one of the options below

You may be able to access this content by logging in via Shibboleth, Open Athens or with your Emerald Account.

To rent this content from Deepdyve, please click the button.

If you think you should have access to this content, click the button to contact our support team.
e-marketplaces provide online access to businesses vertically up and down every segment of a particular industry sector such as automotive, chemical, construction or textiles. Buying or selling using a vertical e-marketplace for your indust