An overview of the e-book marketplace

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Online Information Review
ISSN: 1468-4527
Publication date: 20 February 2009

Abstract
Purpose
The purpose of this paper is to provide an overview of the e-book marketplace players and their services against a context in which e-books are becoming an increasingly significant category of digital resource.

Design/methodology/approach
The paper starts with a brief overview of the literature on the global e-book market and e-book business models offered by vendors to libraries. Analysis of the web sites of nine e-book publishers and 11 e-book aggregators was used as a basis for profiling the main features of e-books (user-oriented features and librarian-oriented features) and the services offered by e-book publishers and e-book aggregators. Key points from these profiles are discussed, and conclusions and recommendations for the future of the e-book marketplace are offered.

Findings
The e-book market is under constant change and it is important to monitor its development, not just at national but also at international level. Currently, the majority of e-book vendors market to libraries – typically academic libraries, and publishers are increasingly using e-aggregators to distribute their titles. Collections of e-books are expanding gradually and there is evidence of increasing uptake. Current e-book business models are complex and range considerably.

Practical implications
This development of the availability of e-books could have significant implications for the future role of libraries and for library strategies, policies and processes.

Originality/value
The paper draws attention to the potential of the future importance of e-books and profiles the uptake of the e-book marketplace in terms of main players and their services.

Keywords
Electronic books, Electronic publishing, Publishers, Libraries

Citation

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E-book marketplace is a groundbreaking and dynamic place filled with lots of opportunities for anyone who knows how to grasp it. Here is a quick overview of these publishing platforms:

E-junkie. 1. E-junkie. E-junkie is quite inexpensive and easy to use the site to sell your e-book at an acceptable price. It displays your e-book as an option to add to the cart. You receive money the moment the reader buys your book. If you opt for this platform, you don't need your own website. The e-books sold here can only be read on a Kindle device or app. So, this is a minor limitation of this platform. Smashwords. properly located their books within the marketplace, understood its appeal to readers, and done some work themselves on trying to market. satisfied themselves that a proposed service understands what actually sells books like theirs in the current publishing environment (which they probably can't do until they've done 1.) wised up to author-service flattery. Putting a book on the market without addressing these 25 points, and considering all of the issues above, is an act of wishful thinking. Here is the link: I Am Sorry Book Marketing Is So Hard http://buff.ly/2e2ef2F. Understand the different categories of e-marketplace that exist. Book traversal links for Types of e-marketplace.  - E-marketplaces, online auctions and exchanges.  - Sector overviews and regulations.  - Service industries, Manufactured goods.