

RESOURCES: MAKING BOOK WITH EBOOKS

NASW WORKSHOP Saturday Oct 27 2012

Carl Zimmer, Deborah Blum, and Tabitha M. Powledge (moderator)

ABOUT EBOOKS

Books That Are Never Done Are Being Written. At the Wall Street Journal, Nicholas Carr on the era of perpetual revision and updating.

<http://online.wsj.com/article/SB10001424052970203893404577098343417771160.html>

Digital Textbooks Go Straight From Scientists to Students. Dave Mosher explains FLOW, an open-source tool for multimedia publishing without a lot of bells and whistles.

<http://www.wired.com/wiredscience/2012/01/flow-digital-textbooks/>

Download the Universe. The science ebook review site, founded by Carl Zimmer. Contributors are science writing stars. A matchless overview of the science ebook universe—which is by no means perfect.

<http://www.downloadtheuniverse.com/>

Ebook formats. A comprehensive comparison at Wikipedia.

http://en.wikipedia.org/wiki/Comparison_of_e-book_formats

How the e-book landscape is becoming a walled garden. GigaOm.

<http://gigaom.com/2012/02/29/how-the-e-book-landscape-is-becoming-a-walled-garden/>

How to self-publish an ebook. David Carnoy on CNET. The basics, succinctly presented. Covers Kindle Direct, Smashwords, BookBaby, B&N PubIt, Lulu, Booktango, iBooks Author, Print-on-Demand services, Scribd.

http://reviews.cnet.com/8301-18438_7-20010547-82/how-to-self-publish-an-ebook/

How to publish your own Amazon Kindle ebook. David Bradley at PC World. The basics.

http://www.pcworld.com/article/237515/how_to_publish_your_own_amazon_kindle_ebook.html

How writers can turn their archives into an ebook. At the Atlantic, Carl Zimmer describes how he turned a group of previously written pieces into the ebook Brain Cuttings.

<http://www.theatlantic.com/technology/archive/2010/10/how-writers-can-turn-their-archives-into-ebooks/64451/>

A journalist's guide to eBook publishing, Part One. Robert Niles begins a 3-part series at the Online Journalism Review. From 2011.

<http://www.ojr.org/ojr/people/robert/201107/1995/>

Making a Book—Digital and Print—From Scratch. Elizabeth Castro explains an approach to writing ebooks that's perfect for science writers: make it modular.

<http://www.nieman.harvard.edu/reports/article/102720/Making-a-BookDigital-and-PrintFrom-Scratch.aspx>

Multimedia: How the long tail cripples bonus content/multimedia. At PaidContent, Seth Godin on why the economics of multimedia content is not encouraging.

<http://paidcontent.org/2011/12/28/419-how-the-long-tail-cripples-bonus-contentmultimedia/>

Multimedia E-books: Immersive or Subversive? Multimedia ebooks may be an appealing idea for science writers, but Dennis Meredith views them with alarm.

<http://researchexplainer.com/2012/04/15/multimedia-e-books-immersive-or-subversive/>

The Rise of E-Reading. A report from the Pew Project on the Internet and American Life. Summary with links to the full report in HTML and PDF.

<http://libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading/>

The state of the eBook, early 2012. John Timmer.

<http://www.downloadtheuniverse.com/dtu/2012/02/the-state-of-the-ebook-early-2012.html>

Truly moving literature (Multimedia enhancement).

<http://www.economist.com/blogs/prospero/2012/02/enhanced-e-books>

Q&A: Evan Ratliff of The Atavist on the shift to device-agnostic reading.

<http://www.niemanlab.org/2012/09/monday-qa-ewan-ratliff-of-the-atavist-on-the-shift-to-device-agnostic-reading/>

Nieman Reports Writing the Book. TOC for Nieman's compilation of articles on book-writing for journo. Emphasis on eBooks, online, and the future of the book.

<http://www.nieman.harvard.edu/reports/issue/100070/Winter-2011.aspx>

Writers and Editors. Pat McNees's huge list of links on every conceivable book publishing-related topic, even science and medical writing, which manages to be stunningly in-depth about ebooks and self-publishing too. Links to lots of high-level musings on the future of ebooks and self-publishing and the disputes among publishers and vendors over pricing, etc. But also links to lots of how-tos about various publishing platforms, digital rights management, and other practical topics. If you're serious about this stuff, a must.

<http://www.writersandeditors.com/index.htm>

Site map and topic list here: <http://www.writersandeditors.com/works.htm>

LONG FORM JOURNALISM

\$2 a Word? Chump Change! With Byliner and Atavist, Hungry Freelance Writers Seek Out Alternatives To Magazine Work. Emily Witt at the New York Observer.

<http://observer.com/2011/09/2-a-word-chump-change-with-byliner-and-atavist-hungry-freelance-writers-look-out-alternatives-to-magazine-work/>

Journalism: Done The Atavist Way. At Nieman Reports, David Wolman on his experience publishing a 10,000-word piece on The Atavist.

<http://www.nieman.harvard.edu/reports/article/102710/Journalism-Done-The-Atavist-Way.aspx>

Byliner, a discovery engine for narrative nonfiction. Lois Beckett at the Nieman Journalism Lab.

<http://www.niemanlab.org/2011/06/a-fan-club-for-writers-byliner-launches>

It's a long article. No, it's a short book. At Nieman Reports, John Tayman on Byliner.
<http://www.nieman.harvard.edu/reports/article/102711/Its-a-Long-Article-Its-a-Short-Book-No-Its-a-Byliner-E-Book.aspx>

Literary journalism at The Atavist, Byliner, and the Virginia Quarterly Review. David Ulin, book critic at the LA Times.

<http://www.latimes.com/entertainment/news/books/la-ca-david-ulin-20110515,0,3634450.story>

Why a NYT journalist wrote a self-published ebook. And he didn't publish his 12,000 word article through one of the long form specialists such as The Atavist or Kindle Singles.

<http://markoppenheimer.com/blog/why-a-nyt-journalist-wrote-a-self-published-e-book.html>

EBOOK PUBLISHING SERVICES. Caveat emptor; i.e., read the fine print.

Barnes & Noble PubIt. http://pubit.barnesandnoble.com/pubit_app/bn?t=pi_reg_home

Bibliocrunch. "High quality professionals for your publishing needs." Hire an editor, cover designer, conversion specialist, etc.

<http://bibliocrunch.com>

BookBaby. <http://www.bookbaby.com/>

CreateSpace. <https://wwwcreatespace.com/>

Inkling. Emphasizes interactive textbooks, but does some consumer titles too, especially travel books and cookbooks. Began with books readable only on iProducts with an app from iTunes but now has a Web app too. TOUR

<https://www.inkling.com/gettingstarted/>

Kindle Direct Publishing. <https://kdp.amazon.com/self-publishing/signin>

Kobo Writing Life. <http://www.kobobooks.com/kobowritinglife>

Lulu. <http://www.lulu.com/>

Smashwords. http://www.smashwords.com/about/how_to_publish_on_smashwords

Smashwords too. At CNET, Dennis O'Reilly tells you how to convert .docs to e-books for free.

http://howto.cnet.com/8301-11310_39-57465201-285/convert-ms-word-docs-to-e-books-for-free/

EBOOK MARKETING BACKGROUND

How We Will Read. A series of interviews, mostly with authors.

<http://www.tumblr.com/tagged/how-we-will-read>

Forecast: What will the global e-book market look like by 2016? By Laura Hazard Owen. PaidContent

<http://paidcontent.org/2012/06/12/what-will-the-global-e-book-market-look-like-by-2016/>

[utm_source=General+Users&utm_campaign=1d29f2e21c-c%3Amed+d%3A06-13&utm_medium=email](http://paidcontent.org/2012/06/12/what-will-the-global-e-book-market-look-like-by-2016/?utm_source=General+Users&utm_campaign=1d29f2e21c-c%3Amed+d%3A06-13&utm_medium=email)

Your ebook is reading you. Alexandra Alter's Wall Street Journal piece on how content is being designed for specific readers.

http://online.wsj.com/article_email/SB10001424052702304870304577490950051438304-1MyQjAxMTAyMDIwODEyNDgyWj.html

EBOOK MARKETING SITES

BlogTour. <http://www.blogtour.org/>

Bluerain Social Media Services. <http://www.bluerainllc.com/>

Bublish (beta). <http://www.bublish.com/>

EbookPlus. <http://ebookplus.com/>

IndieBrag. <http://www.bragmedallion.com/>

IndieReader. <http://indiereader.com/>

Kirkus Author Services. <http://www.kirkusreviews.com/indie/about/>

Scribe marketing software. <http://scribecontent.com/>

Smith Publicity. <http://www.smithpublicity.com/>

A Twitter Tutorial. Or Twittorial. The basics.

<http://stevebuttry.wordpress.com/2012/10/16/getting-started-on-twitter-twutorial-advice-for-a-friend/>

Twitter: Hosting a Twitter Chat. <http://www.socialmediaexaminer.com/twitter-chat-guide/>

BLOGS ABOUT EBOOKS

The Digital Reader. News and opinion. <http://www.the-digital-reader.com/>

The Shatzkin Files. Industry-oriented. <http://www.idealogue.com/blog/>

TeleRead, the original ebook blog. <http://www.teleread.com/>

SOME EXAMPLES OF SCIENCE EBOOKS

Blum, Deborah. Angel Killer. An Atavist single available on all platforms and the Web.

<https://www.atavist.com/stories/angel-killer/>

Evolution: Making Sense of Life by Carl Zimmer and Douglas Emlen. An iPad app and textbook.

<https://itunes.apple.com/us/app/evolution-making-sense-life/id529832962?mt=8>

Finn, Holly. The Baby Chase. A Byliner Original. <http://byliner.com/originals/the-baby-chase>

Gray, Theodore. The Elements. An iPad app. <http://www.touchpress.com/titles/theelements/> See Deb Blum's Download the Universe review at <http://www.downloadtheuniverse.com/dtu/2012/02/the-elements.html>

Journey to the Exoplanets. An iPad app from SciAm. <http://www.the-exoplanets.com/>

Leonardo da Vinci: Anatomy. An iPad app. <http://www.touchpress.com/titles/leonardo-da-vinci-anatomy/> In his review at Download the Universe, Carl Zimmer says Leonardo "is simply the best ebook about science that I have ever encountered. To me, it is the exemplar of what ebooks can be." <http://www.downloadtheuniverse.com/dtu/2012/05/leonardo-the-first-great-science-ebook.html>

Powell, James. Rough Winds: Extreme Weather and Climate Change. A Kindle Single. http://www.amazon.com/Rough-Winds-Extreme-Weather-ebook/dp/B005LYTHZO/ref=sr_1_64?s=digital-text&ie=UTF8&qid=1325568123&sr=1-64

Principles of Biology. A digital college bio textbook from Nature Publishing with no paper version. Said to be interactive, customizable, and first in a series. | <http://www.nature.com/principles/principles-of-biology-104015/details/faculty>

The Best Science Writing Online 2012 . It used to be called the Open Laboratory series, but now it's gone big-time and is even out in paperback as well as an ebook. Edited by Jennifer Ouellette and Bora Zivkovic. <http://www.amazon.com/Best-Science-Writing-Online-2012/dp/0374533342>

Zimmer, Carl. Brain Cuttings. <http://www.amazon.com/Brain-Cuttings-Fifteen-Journeys-ebook/dp/B0045U9UFM> More Brain Cuttings. http://www.amazon.com/More-Brain-Cuttings-Explorations-ebook/dp/B006C9OV1W/ref=pd_sim_kinc_2?ie=UTF8&m=AG56TWVU5XWC2