

editorial flash

What the music industry has demonstrated with its retribution tactics (that may or may not be working depending on the industry's stat du jour), is that making the consumer the enemy ain't good PR. Look at the Pepsi commercials featuring teens prosecuted by the RIAA touting the soda company's free legal music download offering: These "thieves" are a cultural phenomenon - baby-faced Davids under siege by music-business Goliaths.

Software makers seem to have gotten the "customer isn't the enemy" message loud and clear. Software pass-along (um, thievery) is being reinterpreted as a sales opportunity. Say someone dupes a software CD for me to try a program. When I enter their serial number and password, instead of being able to install and use the program or being informed that the product is registered to another user and I'm forbidden to use it, I'm welcomed and cordially invited to demo the product free of charge for 30 days.

While I can't speak to the unhackability of these demo offerings, I appreciate their flexibility and perception of me as a potential buyer. Distribution dynamics have changed and so should digital content sales and protection. Let me know how applicable would this "pass along" mode be to sell YOUR digital content!

Your editor, Steven Kingsley

author's spot: "Emma Gabor"

Incognito: Emma. In reality one of our most prolific authors, she is the writer and heroine of *The Hungarian Bride: Dracula Defeated*, a scary yet funny tale of vampires, love, and redemption. How scary, you ask? How about this?

"Dark clouds gather over Transdanubia as one of Dracula's spawns turns me, Emma Gabor a college freshman, into a member of The Undead. Compelled by survival and unwilling to tread my path alone, I vampirize my three best friends, Kati, Gizi, and Eszti. Torn between lust for blood and..."

hot off the press

I don't know about you, but summer is just as busy for us as all other seasons. Since we computerized everything, "automating" our workflow, we don't seem to be able to stop the presses:

- * Everything worked out well at the 5th China National Book Fair in late May - thanks to Frank Cheng, our new partner at China Railway International Culture Company.
- * What's more, he is following up on an inquiry from a major publishing company there to acquire rights to *From Love to Triumph* by Mrs. Susan Kaszas, our very first author!

hot on the burner

On the heels of the successful debut of the latest ebooks in our iWords™ store, we are fast at work on the following projects:

- * The print edition of *The Perfect Method for Finding the Perfect Man* by Mike Green, our latest author .
- * The redesign of the [iWords™ store](#), where each title will have its own page , offering all editions: print, ebook, CD, and download. Ebook pricing will also change, to reflect the higher value ebooks command in the market!

our multimedia projects are cool

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