

Nicolae Sfetcu

Editing and Publishing
e-BOOKS

MultiMedia Publishing



Editing and Publishing e-Books

[Nicolae Sfetcu](#)

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BOOK PREVIEW

You wrote a book. Very nice. But you didn't write to keep it for you. You should publish it. The problem is that the publishers charge high prices for some authors pockets, and do it objectively, due to the high cost of printing.

But you allowed that luxury, and now you have a printed book, with you as the author. You can keep hundreds or thousands of volumes in your personal library and give it as a gift to your friends in special occasions, or try to distribute in various libraries. You managed to distribute it, the book is beautifully placed in shelves. In time, dust is spread on covers. After a while, the book is withdrawn. It remains to use it as decoration at home, or support for various household items.

But lucky for you, there is an alternative, cheaper and more effective, in selling your book: e-Books!

e-Book and online publishing market has evolved rapidly in recent years, and a lot of companies have entered this market, as publishers, online bookstores, or promoting e-books.

Books

A book is a written document forming a unit and designated as such, containing pages of paper or cardboard connected to each other.

The book is defined by Littré as "a meeting of several sheets for supporting a manuscript or printed text." In his New Universal Dictionary (1870 edition), Maurice Lachâtre defined it as "assembly of several sheets of paper, vellum, parchment, printed or hand-written and sewn together forming a volume covered with a sheet of paper, cardboard, parchment, sheepskin, calf, morocco, etc. "

As for the academic definitions:

"Assembly of handwritten or printed sheets to be read. In antiquity and the Middle Ages, following handwritten sheets together in a band wrapped around a cylinder, or folded and stitched booklets. In modern times, assembly of printed paper sheets, forming a bound or unbound."

"Associating sheets, register where various information is worn, various evidence."

A more technical definition is given by Unesco: "non-periodical printed publication of at least 49 pages, cover pages, published in the country and made available to the public. "

A physical description of the book can retain the following three functions: support of writing, dissemination, and preservation of varied texts, transportability. At the hardware level, a book is a volume of bound pages, with texts under a common title page. The form induces a linear organization (pagination, chapters, etc.). It also includes access to "snap" tool (index). There are a lot of books by genre, intellectual structuring, recipients, according to the method of manufacture and formats, depending on usage. Exceptions, such as the artist's book, a book is published in multiple copies by a publisher, as evidenced by the identifiers that is included mandatory.

In intellectual work designed by an author, the book serves as an interface with a reader and extends communication capabilities beyond space and time. Cultural objects for human history, it helps to convey meaning in a particular physical form. For the reader, "a book is an extension of memory and imagination. "

The Book Science

The science of the book is called Bibliology; it relates the history of the book and its manufacturing, distribution and conservation. The study of the book, in its part has many economic, sociological, political and ideological aspects: the book as a product (technical, publishing, broadcasting opportunities or not, etc.), as a work (aesthetics its binding, for example), etc. Furthermore, reading is the usual purpose of the book, adding a sociology and history of reading (public and private libraries, how to read ...). Other sciences are also interested in the book:

- bibliometrics;
- codicology;
- paleography.

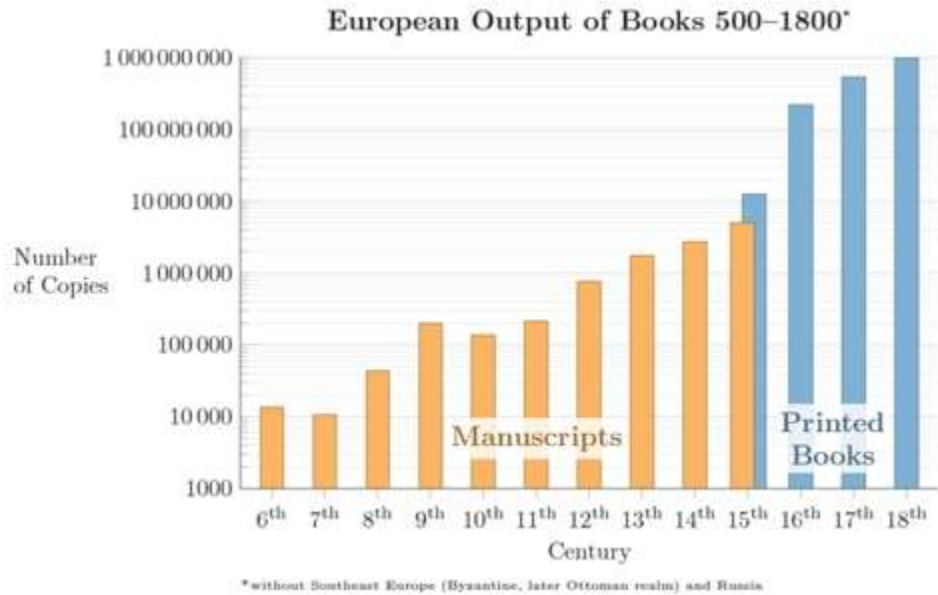
Book chain

Creation

The author writes the text. If there is a collaborative work, there may be several authors.

The author gives or not the rights for use of his work to a publishing house which is in charge of the broadcast, depending on the jurisdiction.

Production



(The European book production increased from 500 to 1800, a factor greater than 70,000)

The editor has three functions: intellectual, economic and technical.

He selects from the many manuscripts he receives those he deems worthy of publication, possibly after modification or adaptation. This judgment is based on the qualities he finds in the text, but also on the success it assumes that know the book and therefore the profitability of the editorial operation. When the editor think there is a market for a certain type of book, it is he who can find an author whom he spent a write command.

The publisher, on behalf of his publishing house, took most of the financial risk of publishing (layout and model, if necessary translation, printing and distribution) and profit sharing between the author, distributor and bookseller.

With the production manager, he coordinates all the players to the completion of the book: the author, corrector, the printer and the jobber or industrial binder.

Now, books can be sent directly to publishing houses on the internet as a digital book. Some are free and others with a fixed or variable price.

Marketing

Once the book is done (printed, bound ...), it is put on the market by the distributor and the bookstore. Meanwhile, his promotion comes from various media reports. Book marketing is governed by the law in many states.

Other forms of secondary spread

In recent years, the book had a second life in the form of reading aloud. This is called public readings of published works, with the assistance of professional readers (often known actors) and in close collaboration with writers, publishers, booksellers, librarians, leaders of the literary world and artists.

Many individual or collective practices exist to increase the number of readers of a book. Among them:

- abandonment of books in public places, coupled or not with the use of the Internet, known as the bookcrossing;
- provision of free books in third places like bars or cafes;
- itinerant or temporary libraries;
- free public libraries in the area.

Evolution of the book industry

This form of the book chain has hardly changed since the eighteenth century, and has not always been this way. Thus, the author has asserted gradually with time, and the copyright dates only from the nineteenth century. For many centuries, especially before the invention of printing, each freely copied out books that passed through his hands, adding if necessary his own comments. Similarly, bookseller and publisher jobs have emerged with the invention of printing, which made the book an industrial product, requiring structures of production and marketing.

The invention of the Internet, e-readers, tablets, and projects like Wikipedia and Gutenberg, are likely to strongly change the book industry in the years to come.

Book economics

Descriptive elements

Reading and editing

From the perspective of the economy, editing and reading are respectively the supply and demand in the market of books. Internationally, the situation in this regard are very different.

Meanwhile, time spent for reading is an important indicator to the extent that such activity is in competition with other forms of entertainment (music, film, computers).

Thus, in most OECD countries, between 10 and 20% of adults read daily for pleasure, with marked differences between men and women.

Dynamics and composition of the tender

In terms of supply, book economics reasons on two different units, firstly the "title" (characterized by a text) and secondly the "copy", the book itself. In terms of titles, production has increased in almost all OECD countries since 1975. This trend is related to the increase in revenues and the level of education of the population.

The Book market

In 2000, the European book market accounted for 27 billion euros in sales. The publishing market with a fringed oligopoly structure, a large part of the market is held by a small number of large publishing houses with several hundred titles, while the average house publications varies from 20 to 40 titles, and the majority of the houses have within 10 titles published per year.

In marketing terms, the situation is much more mixed. Unless the United States, most of the book sale is not made directly by the publisher, but through retailers (specialized, bookstores, or more general supermarkets) or book clubs. In some countries, large retailers occupy a very important place (Feltrinelli for 25% of retail sales in Italy, Waterstones and WH Smith 20% and 18% in the UK, Fnac 15% in France), while the distribution is very concentrated in others (Thalia, the largest seller in the German market, itself the largest market in Europe, accounts for only 3% of retail sales).

Book sales

Sale channels

The books are selling through three main channels: retailers, book clubs and direct sales by publishers. The use of these three channels is very mixed across countries, as shown in the income distribution of the publishers depending on the distribution channel.

Data on Internet sales are still partial. They are more common in the UK, with 17% of sales, a figure that appears to have stabilized, 4% to 5% in Germany, 1.5% in France.

The price issue

The sensitivity of the demand for books in book prices is the subject of controversy among economists. Estimation of demand elasticity in relation to prices vary from -0.6 in Flemish Belgium to -1.4 for aggregated price indices, and up to -2 to -3 for an estimate individual securities . The difference between the elasticity with respect to the index and that of the individual securities held more in the highest capacity of substituting one title to another than to substitute another cultural asset to a book. More generally, data,

usually in time series, do not allow to separate the specific effect of the price of the books of the effect of price changes of close cultural objects (disks, computers).

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e-Book formats

- EPUB
 - - Concept
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 - - - eReaders
 - - - Smartphones and tablets
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 - - - EPUB Readers
 - - - EPUB Editors
 - - - Word processing and desktop publishing software exporting to EPUB
 - - - EPUB Converters
- MP3 files
 - - Uses
 - - Utilizations
- PDF documents (Portable Document Format)
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 - - Alternatives
- ZIP files
 - - Decompression programs
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e-Readers

- History of e-book readers
- e-Book reader specifications
- e-Books or paper book?
 - - Benefits
 - - Disadvantages
- Environmental impact
- Amazon Kindle
 - - Description and features
- iBooks
 - - Presentation
 - - Installation
 - - Operation
 - - Formats
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 - - Technical specifications
- Scribd
 - - Supported formats
 - - Products and features

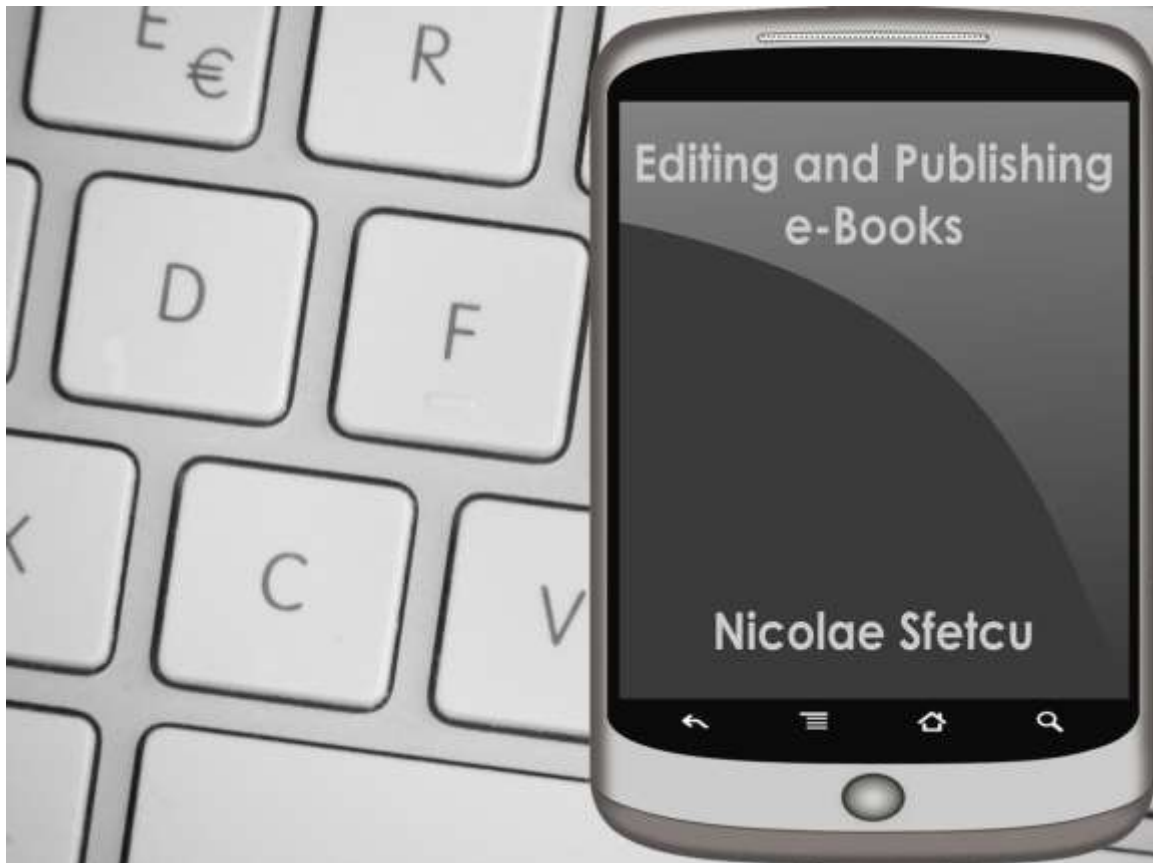
Quotes

References

About the author

- Nicolae Sfetcu
 - - By the same author
 - - Contact

Book



You wrote a book. Very nice. But you didn't write to keep it for you. You should publish it. The problem is that the publishers charge high prices for some authors pockets, and do it objectively, due to the high cost of printing.

But you allowed that luxury, and now you have a printed book, with you as the author. You can keep hundreds or thousands of volumes in your personal library and give it as a gift to your friends in special occasions or try to distribute in various libraries. You managed to distribute it, the book is beautifully placed in shelves. In time, dust is spread on covers. After a while, the book is withdrawn. It remains to use it as decoration at home, or support for various household items.

But lucky for you, there is an alternative, cheaper and more effective, in selling your book: e-Books!

e-Book and online publishing market have evolved rapidly in recent years, and a lot of companies have entered this market, as publishers, online bookstores, or promoting e-books.

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Smashwords (EPUB): <https://www.smashwords.com/books/view/506568>

Google (EPUB, PDF): <https://books.google.ro/books?id=y2j5rQEACAAJ>

eMag (PDF, EPUB, Kindle): <https://www.emag.ro/editarea-si-publicarea-cartilor-electronice-nicolae-sfetcu-pdf-pben035p/pd/D44B44BBM/>

Facebook: <https://www.facebook.com/HowToPublishBook/>

About the author

Nicolae Sfetcu

Owner and manager with MultiMedia SRL and MultiMedia Publishing House.

Project Coordinator for European Teleworking Development Romania (ETD)

Member of Rotary Club Bucuresti Atheneum

Cofounder and ex-president of the Mehedinti Branch of Romanian Association for Electronic Industry and Software

Initiator, cofounder and president of Romanian Association for Telework and Teleactivities

Member of Internet Society

Initiator, cofounder and ex-president of Romanian Teleworking Society

Cofounder and ex-president of the Mehedinti Branch of the General Association of Engineers in Romania

Bachelor of Science in Nuclear Physics. Master of Philosophy.

Contact

Email: nicolae@sfetcu.com

WhatsApp: +40745526896

Online Media: <https://www.setthings.com/>

Facebook/Messenger: <https://www.facebook.com/nicolae.sfetcu>

Twitter: <http://twitter.com/nicolae>

LinkedIn: <http://www.linkedin.com/in/nicolaesfetcu>

YouTube: <https://www.youtube.com/c/NicolaeSfetcu>

Other books

Other books written or translated by the same author:

- A treia lege a lui Darwin - O parodie reală a societății actuale (RO)
- Ghid Marketing pe Internet (RO)
- Bridge Bidding - Standard American Yellow Card (EN)
- Teleducru (Telework) (RO)
- Harta politică - Dicționar explicativ (RO)
- Beginner's Guide for Cybercrime Investigators (EN)
- How to... Marketing for Small Business (EN)
- London: Business, Travel, Culture (EN)
- Fizica simplificată (RO)
- Ghid jocuri de noroc - Casino, Poker, Pariuri (RO)
- Ghid Rotary International - Cluburi Rotary (RO)
- Proiectarea, dezvoltarea și întreținerea siturilor web (RO)
- Facebook pentru afaceri și utilizatori (RO)
- Întreținerea și repararea calculatoarelor (RO)
- Corupție - Globalizare - Neocolonialism (RO)
- Traducere și traducători (RO)
- Small Business Management for Online Business - Web Development, Internet Marketing, Social Networks (EN)
- Sănătate, frumusețe, metode de slăbire (RO)
- Ghidul autorului de cărți electronice (RO)
- Editing and Publishing e-Books (EN)
- Pseudoștiință? Dincolo de noi... (RO)
- European Union Flags - Children's Coloring Book (EN)
- Totul despre cafea - Cultivare, preparare, rețete, aspecte culturale (RO)
- Easter Celebration (EN)
- Steagurile Uniunii Europene - Carte de colorat pentru copii (RO)
- Paști (Paște) - Cea mai importantă sărbătoare creștină (RO)
- Moartea - Aspecte psihologice, științifice, religioase, culturale și filozofice (RO)
- Promovarea afacerilor prin campanii de marketing online (RO)
- How to Translate - English Translation Guide in European Union (EN)
- ABC Petits Contes (Short Stories) (FR-EN), par Jules Lemaître

- Short WordPress Guide for Beginners (EN)
- ABC Short Stories - Children Book (EN), by Jules Lemaître
- Procesul (RO), de Franz Kafka
- Fables et légendes du Japon (Fables and Legends from Japan) (FR-EN), par Claudius Ferrand
- Ghid WordPress pentru începători (RO)
- Fables and Legends from Japan (EN), by Claudius Ferrand
- Ghid Facebook pentru utilizatori (RO)
- Arsène Lupin, gentleman-cambrioleur (Arsene Lupin, The Gentleman Burglar) (FR-EN), par Maurice Leblanc
- How to SELL (eCommerce) - Marketing and Internet Marketing Strategies (EN)
- Arsène Lupin, The Gentleman Burglar (EN), by Maurice Leblanc
- Bucharest Tourist Guide (Ghid turistic București) (EN-RO)
- Ghid turistic București (RO)
- Ghid WordPress pentru dezvoltatori (RO)
- French Riviera Tourist Guide (Guide touristique Côte d'Azur) (EN-FR)
- Guide touristique Côte d'Azur (FR)
- Ghid pagini Facebook - Campanii de promovare pe Facebook (RO)
- Management, analize, planuri și strategii de afaceri (RO)
- Guide marketing Internet pour les débutants (FR)
- Gambling games - Casino games (EN)
- Death - Cultural, philosophical and religious aspects (EN)
- Indian Fairy Tales (Contes de fées indiens) (EN-FR), by Joseph Jacobs
- Contes de fées indiens (FR), par Joseph Jacobs
- Istoria timpurie a cafelei (RO)
- Londres: Affaires, Voyager, Culture (London: Business, Travel, Culture) (FR-EN)
- Cunoaștere și Informații (RO)
- Poker Games Guide - Texas Hold 'em Poker (EN)
- Gaming Guide - Gambling in Europe (EN)
- Crăciunul - Obiceiuri și tradiții (RO)
- Christmas Holidays (EN)
- Introducere în Astrologie (RO)
- Psihologia mulțimilor (RO), de Gustave Le Bon
- Anthologie des meilleurs petits contes français (Anthology of the Best French Short Stories) (FR-EN)
- Anthology of the Best French Short Stories (EN)
- Povestea a trei generații de fermieri (RO)
- Web 2.0 / Social Media / Social Networks (EN)
- The Book of Nature Myths (Le livre des mythes de la nature) (EN-FR), by Florence Holbrook
- Le livre des mythes de la nature (FR), par Florence Holbrook
- Misterul Stelelor Aurii - O aventură în Uniunea Europeană (RO)
- Anthologie des meilleures petits contes françaises pour enfants (Anthology of the Best French Short Stories for Children) (FR-EN)
- Anthology of the Best French Short Stories for Children (EN)

- O nouă viață (RO)
- A New Life (EN)
- The Mystery of the Golden Stars - An adventure in the European Union (Misterul stelelor aurii - O aventură în Uniunea Europeană) (EN-RO)
- ABC Petits Contes (Scurte povestiri) (FR-RO), par Jules Lemaître
- The Mystery of the Golden Stars (Le mystère des étoiles d'or) - An adventure in the European Union (Une aventure dans l'Union européenne) (EN-FR)
- ABC Scurte povestiri - Carte pentru copii (RO), de Jules Lemaitre
- Le mystère des étoiles d'or - Une aventure dans l'Union européenne (FR)
- Poezii din Titan Parc (RO)
- Une nouvelle vie (FR)
- Povestiri albastre (RO)
- Candide - The best of all possible worlds (EN), by Voltaire
- Șah - Ghid pentru începători (RO)
- Le papier peint jaune (FR), par Charlotte Perkins Gilman
- Blue Stories (EN)
- Bridge - Sisteme și convenții de licitație (RO)
- Retold Fairy Tales (Povești repovestite) (EN-RO), by Hans Christian Andersen
- Povești repovestite (RO), de Hans Christian Andersen
- Legea gravitației universale a lui Newton (RO)
- Eugenia - Trecut, Prezent, Viitor (RO)
- Teoria specială a relativității (RO)
- Călătorii în timp (RO)
- Teoria generală a relativității (RO)
- Contes bleus (FR)
- Sunetul fizicii - Acustica fenomenologică (RO)
- Teoria relativității - Relativitatea specială și relativitatea generală (RO), de Albert Einstein
- Fizica atomică și nucleară fenomenologică (RO)
- Louvre Museum - Paintings (EN)
- Materia: Solide, Lichide, Gaze, Plasma - Fenomenologie (RO)
- Căldura - Termodinamica fenomenologică (RO)
- Lumina - Optica fenomenologică (RO)
- Poems from Titan Park (EN)
- Mecanica fenomenologică (RO)
- Solaris (Andrei Tarkovsky): Umanitatea dezumanizată (RO)
- De la Big Bang la singularități și găuri negre (RO)
- Schimbări climatice - Încălzirea globală (RO)
- Electricitate și magnetism - Electromagnetism fenomenologic (RO)
- Știința - Filosofia științei (RO)
- La Platanie - Une aventure dans le monde à deux dimensions (FR)
- Climate Change - Global Warming (EN)
- Poèmes du Parc Titan (FR)
- Mecanica cuantică fenomenologică (RO)
- Isaac Newton despre acțiunea la distanță în gravitație - Cu sau fără Dumnezeu? (RO)

- The singularities as ontological limits of the general relativity (EN)
- Distincția dintre falsificare și respingere în problema demarcației la Karl Popper (RO)
- Buclele cauzale în călătoria în timp (RO)
- Epistemologia serviciilor de informații (RO)
- Evoluția și etica eugeniei (RO)
- Filosofia tehnologiei blockchain - Ontologii (RO)
- Imre Lakatos: Euristică și toleranța metodologică (RO)
- Controversa dintre Isaac Newton și Robert Hooke despre prioritatea în legea gravitației (RO)
- Singularitățile ca limite ontologice ale relativității generale (RO)
- Filmul Solaris, regia Andrei Tarkovsky – Aspecte psihologice și filosofice (RO)
- Tehnologia Blockchain - Bitcoin (RO)
- Fizica fenomenologică - Compendiu - Volumul 1 + 2 (RO)
- Causal Loops in Time Travel (EN)
- Chinese Fables and Folk Stories (Fables et histoires populaires chinoises), by (par) Mary Hayes Davis, Chow-Leung (EN-FR)
- Isaac Newton on the action at a distance in gravity: With or without God? (EN)
- Isaac Newton vs Robert Hooke sur la loi de la gravitation universelle (FR)
- Epistemology of Intelligence Agencies (EN)
- The distinction between falsification and refutation in the demarcation problem of Karl Popper (EN)
- Isaac Newton vs. Robert Hooke on the law of universal gravitation (EN)
- Evolution and Ethics of Eugenics (EN)
- Solaris, directed by Andrei Tarkovsky - Psychological and philosophical aspects (EN)
- La philosophie de la technologie blockchain - Ontologies (FR)
- Philosophy of Blockchain Technology - Ontologies (EN)
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- Etica Big Data în cercetare (RO)
- Teorii cauzale ale referinței pentru nume proprii (RO)
- La distinction entre falsification et rejet dans le problème de la démarcation de Karl Popper (FR)
- Epistemologia gravitației experimentale – Raționalitatea științifică (RO)
- The Adventures of a Red Ant, by Henri de la Blanchère (EN)
- Big Data (RO)
- Tapetul galben, de Charlotte Perkins Gilman (RO)
- Evolution et éthique de l'eugénisme (FR)
- Imre Lakatos: Methodological Tolerance and Heuristic (EN)
- Gravitația (RO)

- Filosofia contează - Prezentări și recenzii (RO)
- Les aventures d'une fourmi rouge (The adventures of a red ant), par (by) Henri de la Blanchère (FR-EN)
- Big Data Ethics in Research (EN)
- Înțeles, sens și referință în filosofia limbajului și logica filosofică (RO)
- Epistemology of experimental gravity - Scientific rationality (EN)
- Fables et histoires populaires chinoises, par Mary Hayes Davis, Chow-Leung (FR)
- Causal Theories of Reference for Proper Names (EN)
- Last Thoughts, by Henri Poincaré (EN)
- Memories of a Sparrow, by Henri de la Blanchère (EN)
- Les mémoires d'un Pierrot (Memories of a Sparrow), by Henri de la Blanchère (FR-EN)
- De ce (nu) suntem fericiți? (RO)
- Excel - Ghid pentru începători (RO)
- PowerPoint - Ghid pentru începători (RO)
- Epistémologie de la gravité expérimentale - Rationalité scientifique (FR)
- L'éthique des mégadonnées (Big Data) en recherche (FR)
- Théories causales de la référence pour les noms propres (FR)
- Emoțiile și inteligența emoțională în organizații (RO)
- Inteligența emoțională (RO)
- Emotions and Emotional Intelligence in Organizations (EN)

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