

The battle to define the future of the book in the digital world

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Home > [Volume 6, Number 6 - 4 June 2001](#) > [Lynch](#)

The battle to define the future of the book in the digital world

Clifford Lynch

Abstract

Commercial publishing interests are presenting the future of the book in the digital world through the promotion of e-book reading appliances and software. Implicit in this is a very complex and problematic agenda that re-establishes the book as a digital cultural artifact within a context of intellectual property rights management enforced by hardware and software systems. With the convergence of different types of content into a common digital bit-stream, developments in industries such as music are establishing precedents that may define our view of digital books. At the same time we find scholars exploring the ways in which the digital medium can enhance the traditional communication functions of the printed work, moving far beyond literal translations of the pages of printed books into the digital world. This paper examines competing visions for the future of the book in the digital environment, with particular attention to questions about the social implications of controls over intellectual property, such as continuity of cultural memory.

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In the future, what role will data play for brands? Can heritage brands successfully adapt to engage new digital audiences? Here is a selection of views from our recent live Q&A looking at how brands are evolving in the digital landscape. Dean Johnson, vice president, Brandwidth Innovation Lab.

Advertising versus UX: My simple belief is that if a brand has a powerful belief about the world/category it operates in and a clear behaviour to evidence that belief then the answer can be both comms and behaviour itself. Brands will always be judged by the sum total of their behaviours, but there is still a role for advertising in setting out the brand's belief. Even the most modern brands such as Red Bull, Google etc. do both, not one or the other. But what does the future hold for libraries? And more specifically, how can we control and manage the staggering amount of data that's processed each day online and through other digital forms? We take a look. The future of libraries. Governments and local authorities around the world will continue to look for ways to cut costs, and if they see that x% of the community now have fiber broadband at home, the axe might just be dropped on all those lovely book repositories. So what might a library of the future look like? The best way to get an idea is to look at some of the endeavors going on at present. We've previously looked at the future of learning in a networked society, which draws on some of the leading minds in education and technology.

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Clifford Lynch