



Edition, Distribution, Publication

An interview with Giles Lane, from Proboscis, Researching, developing and facilitating creative innovation, about DIFFUSION

Information distribution. How to avoid the control of the market.

The DIFFUSION eBook format was designed partly to address the problems for small presses with niche markets caused by the increasing globalization and consolidation of the book distribution and retail industry. We also wanted to change the relationship of the reader to the publication, from a pure consumption model to one where they invest in the acquisition and creation of the eBook they are about to read.

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Studies of the 'paperless office' have demonstrated that more paper is used than ever before, primarily because of the ease of hitting the 'Print' button. DIFFUSION was designed to make the reader invest more in the process of consuming the eBook by making it necessary for them not just to print the essay, but to make up the eBook too. The reader has to invest time and effort in this and it makes an intervention in the screen-based world

Selection vs quantity. The editor's choice; the curated vision.

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