

Texts and Prints

Tools

Why Publish Books Today (1)

Digital memory media are fragile and fallible. (e.g. try to read again your old CDs or DVDs, or worse, your old floppy disks)

Digital memory formats are subject to rapid obsolescence. Proprietary formats, being specific to a given firm, may be abandoned at any time if they appear as no longer profitable for the firm, and in addition any firm can face bankruptcy at any moment. (e.g. try playing Flash files or old video files ...)

Computers capable of running old software for reading old digital data formats are quickly disappearing or no longer functioning.

People able of maintaining computers and software tools get old and die

Why Publish Books Today (2)

Preserving memory in the long term relies on

- Producing as many copies as possible
- Disseminating these copies as much as possible

This is what Life has been doing with RNA and DNA for about 3.5 billions years

Experiments have been conducted in this direction, but...

Currently, the only reasonably reliable way to preserve memory is

- Printing on paper

Which, still remains the cheapest and most lasting memory medium.

Why publish yourself

Publishers haven't always existed.

They did not appear until around the 16th century. But since they've been around, they've complicated rules and tried to pass themselves off as essential.

The public is now totally intoxicated with publishers' propaganda and is convinced that only what is published by a publisher can be of any value.

While there were once publishing heroes, most publishers now sell what is most profitable for them.

As a result, in democratic countries, freedom of expression is de facto locked by publishers who only publish what they want and control all what is published.

Can we do without publishers ?

Book technologies have evolved like other information technologies, leading to machines capable of printing on demand *one single copy of a book* for a very reduced cost.

As books can now be printed as needed and only when needed, the necessity for having stocks and the associated inventory management is eliminated.

As a result, while the work of the printer remains essential, the publisher's role can now be performed by anyone who has a sufficient level of general education, knows how to use word processing software and is ready to learn some additional publishing skills...

Cost considerations

The amount of money required to publish a book based on Print-On-Demand (POD) is reduced to the purchase of the one or two proof copies required for the final checks and possible corrections.

This **at the printing price** which is only half or a third of a book sale price.

Currently, publishing a book is cheaper than buying it from a bookstore.

POD printers generally take care of shipping, print on demand books can hence be sold and distributed worldwide, which is not the case for books published by traditional publishers who remain dependent on their distribution channels.

Current problems - Advertising

Printers **will not** advertise your books

But in most cases, publishers will not advertise your books either, unless they expect real profits.

However,

Publishers have advertising networks that you don't have

They can rely on lobbies, journalist friends and "critics" and you cannot

They can afford paying for copies and press releases and you cannot

Current problems - Criticism

The function of criticism as to books no longer exists

It has long been replaced by a creeping form of advertising

The original function of criticism was to work

For the honor of the human mind

It is hence important to use POD to publish high quality texts

Turning Publishing into a social media equivalent is undesirable - yet a risk

But publishing anthologies of George W. Bush's dumbest sentences as some professional publishers happened to do is undesirable too.

Current problems - Bookshops

We love our small bookshops and our valiant booksellers

The pleasure of leafing through a book before buying it - or not, currently has no digital equivalent.

Yet, booksellers are often used to selling what publishers and distributors offer them to sell.

Taking care of our booksellers means offering them the opportunity to discover and directly get from printers, at suitable prices, books that are not distributed through traditional channels.

Building our own advertising media ourselves therefore means to provide them with a useful service, and perhaps even more useful than to ourselves.

Tooling - Don't be shy, be patient !

Don't get afraid, don't run away...

Learn !

Nothing about tools is beyond the skills of a good secretary

(Even though very few people are able of being a good secretary)

Learning means **Trials and Errors**

You will not destroy your computer, you will no destroy the software

But you may destroy your own work -> Make frequent copies of it

Tooling - Free Software

Free Software ... “Free as Freedom not Free as Free Beer”

0 - Freedom to use free software as you like

1 - Freedom to study and change Free Software according to your needs (i.e. “Open Source Software”).

2 - Freedom to disseminate copies of Free Software

3 - Freedom to disseminate the changed copies of Free Software you made

Free Software may be commercial and not necessary free as free beer

See [Free Software Foundation](#)

LibreOffice - Desktop Office Suite (1)

Open source and free software tool

Main Components :

- **Writer** (MS Word type)
- **Calc** (MS EXCEL type)
- **Draw** (MS Draw type)
- **Impress** (MS Powerpoint type)

Similar components and man-machine interface as other desktop suites.

(When you know how to use one desktop suite, you know how to use the others)

LibreOffice - Desktop Office Suite (2)

Additional functionalities

- **Math** (Formulas)
- **Base** (Database management)

- Produces PDF documents
- Import and export of Microsoft file formats

LibreOffice <https://www.libreoffice.org/>

Google Docs : Online Office Suite (1)

Main functionalities

- **Documents** (MS Word type)
- **Spreadsheets** (MS EXCEL type)
- **Drawings** (MS Draw type)
(Scalable Vector Graphics + included pixel images)
- **Presentations** (MS Powerpoint)
- **Forms** (-)

Import and export Microsoft and LibreOffice file formats

Google Docs : Online Office Suite (2)

Additional functionalities

- **Optical Character Recognition (OCR)** -> Capture of text from photos
- Produces PDF documents
- Allows capturing PDF document contents (to some extent)

These tools **allow several people to work on the same document at the same time.**

Perfect for world wide collective working.

All you need is a Google e-mail account (your-name@gmail.com)

Calibre - E-books Production and Management

Open source and free software tool

Allows producing e-books based on Libre Office files, PDF files and more

Management of e-books libraries and more...

[...]

Calibre : <https://calibre-ebook.com/>

SCRIBUS

Open source and free software tool

A nice and rich tool, but of course a bit complex too

Suitable for books with lots of images and a complex layout

- Magazines, Art books, Posters, Flyers

If your book is only text, maybe rather use a text processor

Otherwise, it's worth learning SCRIBUS <https://www.scribus.net/>

-> No support for Arabic

Print on Demand (1)

Print on demand is based on (modern & expensive) machines that can **print one single book at a time** for a reasonably **cheap price**.

You send your (correct) PDF file and then if your PDF is correct, they print it

- either one single book
- or a small quantity (smaller printings costs)
- or (of course) bigger quantities (even smaller printing costs)

You have to order at least ONE **proof copy** of your book

Total cost for you : the **print price** of one proof copy (if you make no mistakes)

Print on Demand (2)

Then your book is placed on an electronic shelf... Where people can buy it

Remember that Print On Demand firms...

- > are Printers, not Publishers - **You** are the publisher
- > Print and Ship : No orders, No delivery, No Stocks for you to care about
- > send you your profits (if any) once in a while (e.g. quarterly)
- > **DO NOT advertise your books**, you will have to care about it yourself

Print on Demand (3)

Many companies provide Print on Demand services

Examples :

www.lulu.com

The Jouve printer group in France

Amazon

[...]

Some (Surrealist) Examples

[Invisible Heads: Surrealists in North America-An Untold Story](#)

[Oyster Moon Press](#)

[Hydrolith](#)

[Eric Bragg](#)

[La Belle Inutile Editions](#)

[La Belle Inutile Editions \(updates\)](#)