



# MOBILE MEANS different

Kent Anderson  
CEO/Publisher  
JBJS, Inc.

# The Zettabyte Information Economy

- Growth in hyperconnectivity will drive us to a zettabyte information economy in 5 years
  - A zettabyte is 1 trillion gigabytes

# Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge

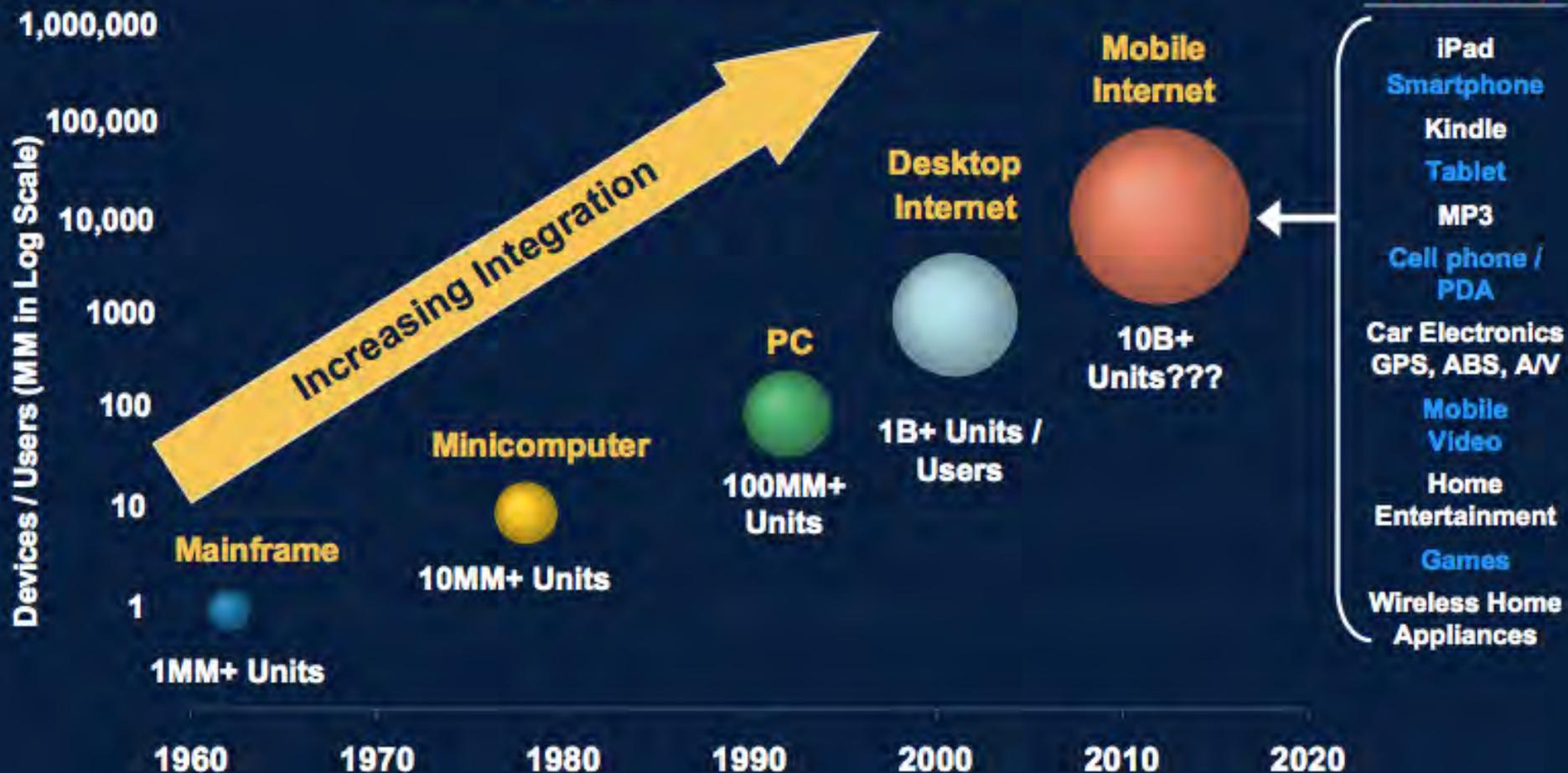
iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users  
First 20 Quarters Since Launch



# New Computing Cycles – 10x More Devices

New = Reduce Usage Friction Via Better Processing Power + Improved User Interface + Smaller Form Factor + Lower Prices + Expanded Services

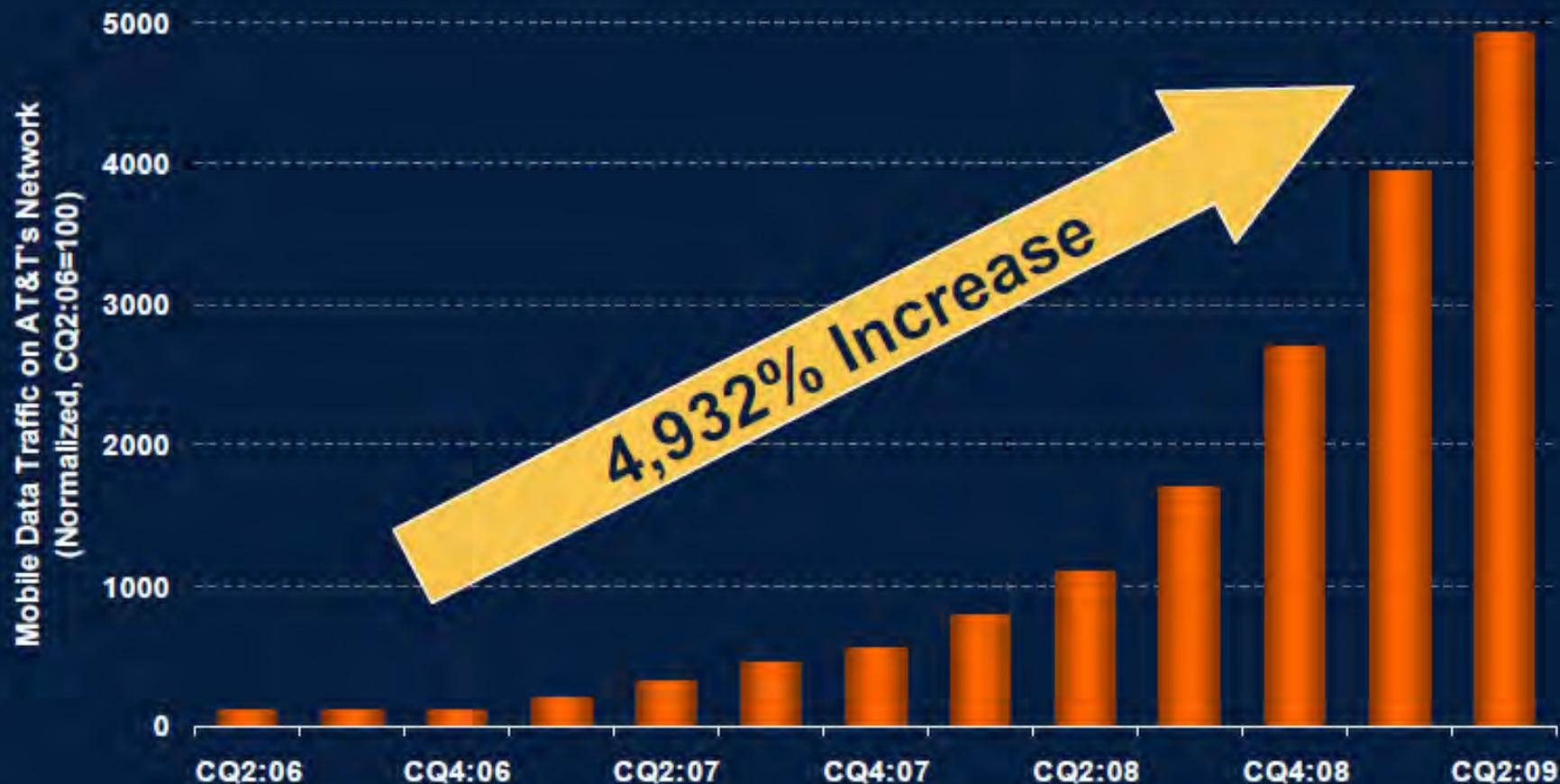
Computing Growth Drivers Over Time, 1960 – 2020E



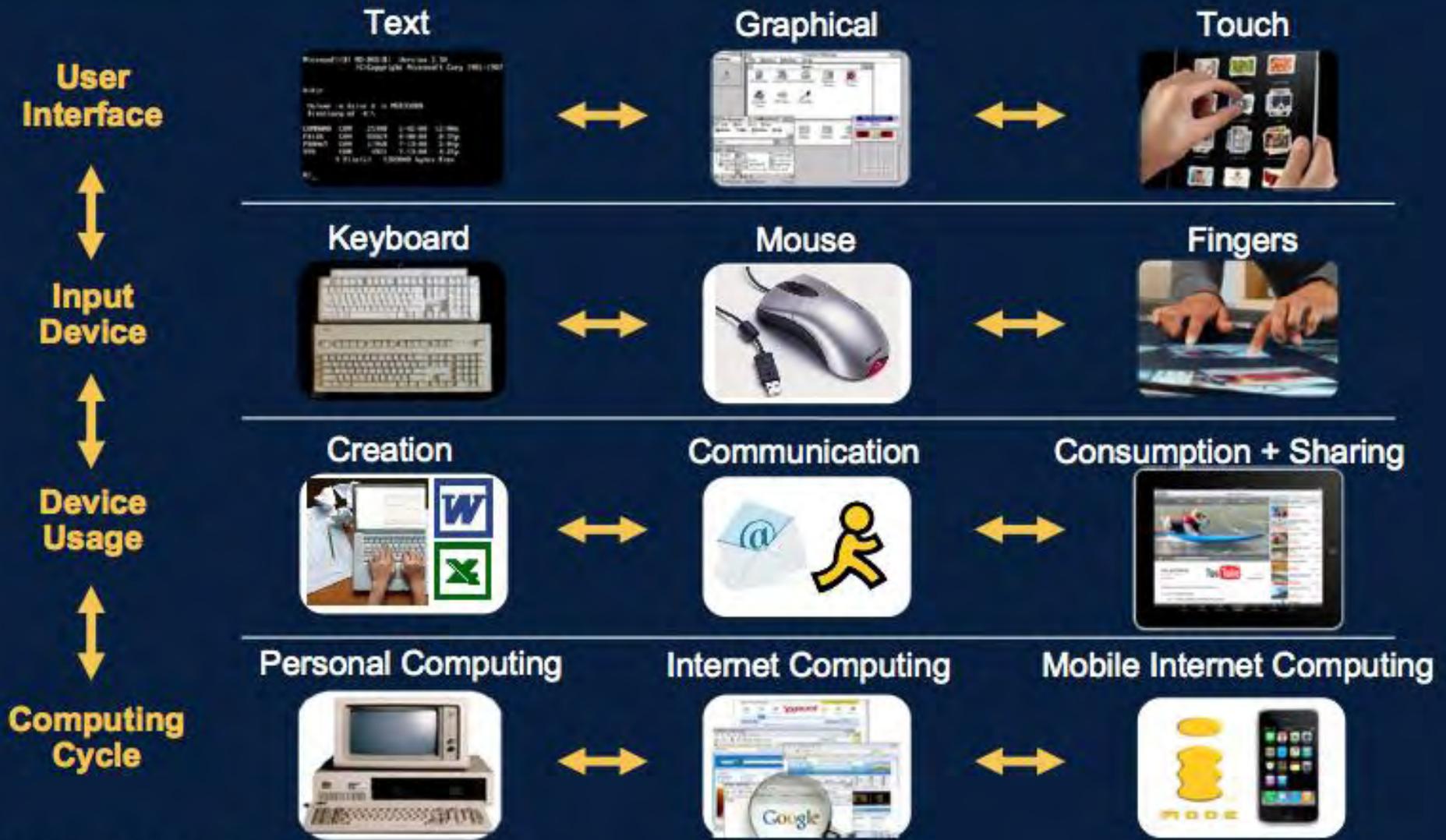
# AT&T

## 50x Mobile Data Traffic Increase in Past 3 Years

AT&T Mobile Data Traffic Growth, CQ2:06 – CQ2:09



# User Interface + Device Usage Evolution Over Past 30 Years – From Input...to Output...to Sharing



# Creative Disruption

- “The mobile internet has the potential to create/destroy more wealth than prior computer cycles. . . . More users will likely connect to the internet via mobile than desktop within 5 years.”

– Morgan Stanley, *Mobile Internet Report*, December 2009



Society for Scholarly Publishing

# the scholarly kitchen

WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

Nov 17, 2010

## One World Publishing, Brought to You by the Internet

Posted by Joseph Esposito under [Authors](#), [Books](#), [Business Models](#),

[Commerce](#), [Controversial Topics](#), [Reading](#), [Research](#), [Technology](#), [World of Tomorrow](#) |

Tags: [Controversial Topics](#), [publishing](#), [Academic publishing](#), [Business model](#), [Books](#), [Harry Potter](#), [ebooks](#), [supply chain](#), [rights](#), [international publishing](#) | ([edit this](#))

[3] [Comments](#)

The global implications of the Internet have (by Internet standards) been long understood – mount a Web site, and users, perhaps even customers, can come to it from anyplace in the world, barring connection problems and political interference.

For the book business, though, this point has been stronger in theory than in practice, as the relatively high cost of international shipping often seems too much to bear when measured against the relatively low cost of most books. With e-books, however, the balance shifts, as a downloaded book can be delivered anywhere for the cost of bandwidth. The economics of the Internet lead to porous national boundaries. Over time this will restructure the industry, leading to the

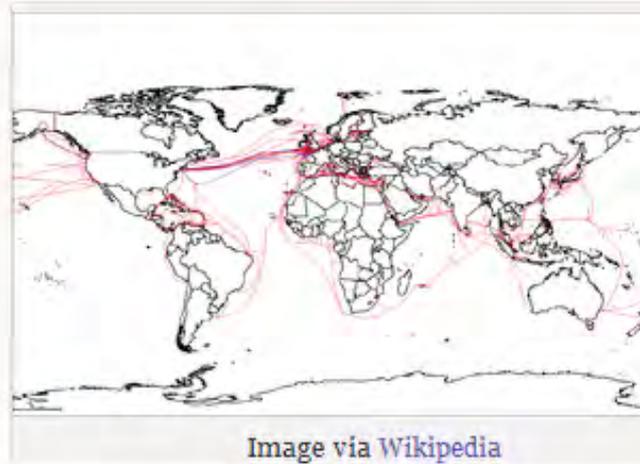


Image via [Wikipedia](#)

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Nov 17, 2010 at 5:24 am

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# Google™

the droids we're looking for

Google Search

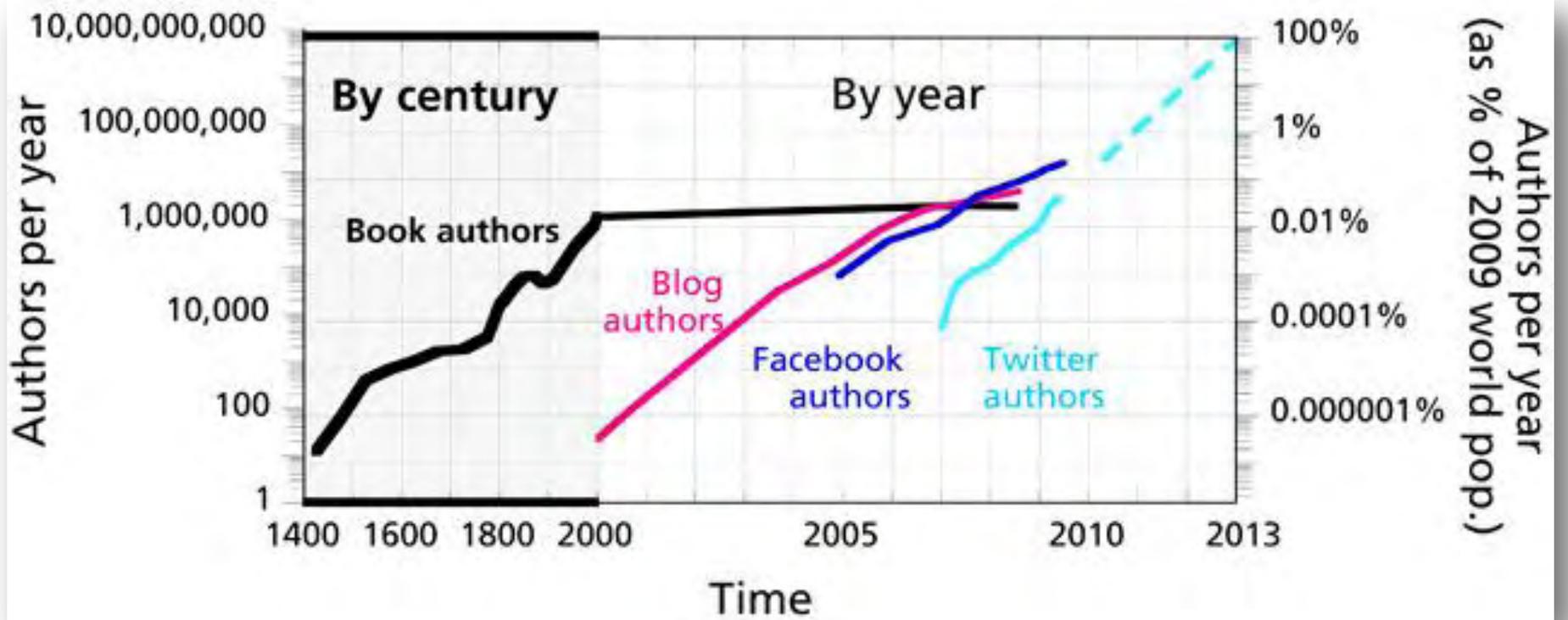
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# A New Relationship

- Lean forward
  - Intent and focused on creating and communicating
- Lean back
  - Passive, consuming, and absorbing information



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WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

NOV 10,  
2010

## The Face-down Publishing Paradigm

Posted by Joseph Esposito under [Books](#), [Business Models](#), [Commerce](#), [Controversial Topics](#), [Copyright](#), [Research](#), [Technology](#), [Usability](#), [World](#)

[of Tomorrow](#) | Tags: [publishing](#), [Cloud computing](#), [mobile device](#), [strategy](#), [Face down culture](#), [mobile phones](#), [Jane Austen](#) | ([edit this](#))

[5] [Comments](#)

As the world of computing moves to the [face-down paradigm](#), publishing will evolve to accommodate the limitations and capabilities of the new platform. Herein lies a great new growth opportunity. Publishers, take heed, as growth does not come to this industry every day.

Some definitions are in order. For many years now, people working with computers have distinguished between "[lean forward](#)" and "[lean back](#)" paradigms. As I write this post, I am leaning forward on



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Nov 10, 2010 at 5:21 am

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[Books](#), [Business Models](#), [Commerce](#), [Controversial Topics](#), [Copyright](#), [Research](#), [Technology](#), [Usability](#), [World of Tomorrow](#)

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# “Me” at the Center

- Maps > GPS
- Books > Kindle
- Computers > MobileMe
- Television > Tivo > Netflix
- Journals . . .



Society for  
Scholarly Publishing

# the scholarly kitchen

WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

Mar 10,  
2010

## The Big Web Site Build: Are We Approaching the End of an Era?

Posted by Kent Anderson under [Business Models](#), [Controversial Topics](#),

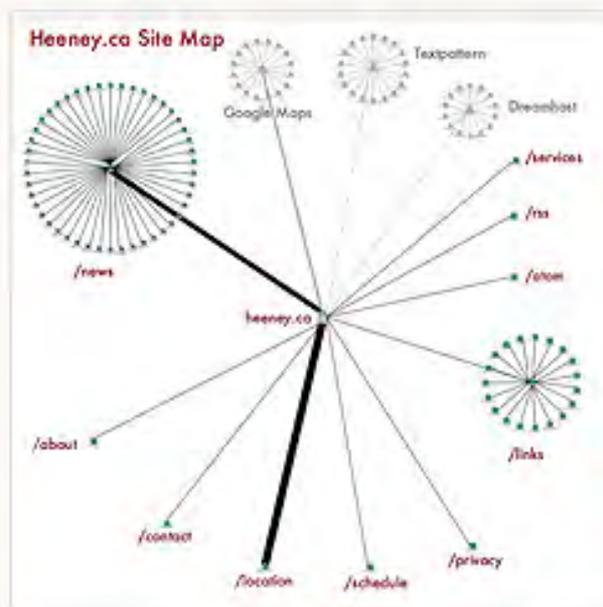
[Technology](#), [Tools](#), [Usability](#), [World of Tomorrow](#) | Tags: [Google](#), [Facebook](#), [CrossRef](#), [World Wide Web](#), [Mitch Joel](#), [Add new tag](#), [Web search engine](#), [Site map](#) | ([edit this](#))

[16] Comments

With the emergence of Facebook, Twitter, RSS, and blogs; the development of the iPhone, iTunes, the Kindle, and the pending iPad; and the continued utility of email, which has only been enhanced by smartphones — well, there's a question haunting the status quo of Web development for publishers:

### Do you really need all that Web site?

We've been enamored with the big site for more than a decade now — a shovelware monstrosity that has mutated to include e-commerce, supplementary data, rapid



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Post Date :

Mar 10, 2010 at 6:33 am

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# Fixated on the Big Web Site

- “We’ve been enamored with the big site for more than a decade now — a shovelware monstrosity that has mutated to include e-commerce, supplementary data, rapid online publication, and complex search engines.
- “But is that where your brand generates the most value online? Is that where you have your most dynamic community?
- “Is your .org, .com, or .edu going to remain the center of your future digital identity?”

# Creating Engagement

“... focuses less on one big website and more on creating engaging ‘things’ like iPhone apps, a mobile website, a Facebook page along with a Blog (or whatever), and it's all supported with a simple website that acts more like a hub for all of the other spokes.”



– Mitch Joel, TwistImage

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Last Name:

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New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

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**STEIN\_LINE\_HQ** ESPN Research says @KingJames teams had NEVER blown 20-point lead in 2nd half before epic Jazz rally. LBJ record in that situation WAS 115-0

56 minutes ago



**DTguardian** First time Ryan Giggs misses a Manchester derby in 19 years. Before tonight played in 33 consecutive #MUFC

41 minutes ago



**tinybuddha** "The shortest distance between new friends is a smile." ~Unknown

2 hours ago



**finebaum** ESPN Dallas' Ian Fitzimmons is reporting that within 3-4

The Fugu release is out and our shortening page is all new, [see the tour now!](#)



Shorten your links and share from here

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Share

2 active

### Services

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Drag to your toolbar [Learn More](#)

[Search](#) your link history

Easily find links with our new search

See more [tips & tricks](#)

Take our tour to see what you can do



## Welcome back **Kent** Pro

**You:** You're in Palo Alto, CA. You've traveled 17,970 mi to 18 locations.  
**Your network:** [Add connections.](#)

### Upcoming Trips

[Unfiled items \(0\)](#) [Add a trip](#) [iCal Feed](#)

#### YOUR TRIPS



**Palo Alto, CA, June 2010** (10 days)

All Clear  
Who's close: No Connections close

Jun 1 - Jun 10, 2010

[Options ▾](#)



**Geneva, Switzerland, June 2010** (15 days)

All Clear  
Who's close: No Connections close

Jun 23 - Jul 7, 2010

[Options ▾](#)

[View all trips](#)

### Travel map - Larger

[Upcoming](#) [Past](#)



### Network updates

[View connections](#) [Find friends on Triplt](#)

#### Connect with friends on Triplt

Select your service provider and we'll quickly find your friends that use Triplt



AT&T 3G

1:42 PM



### Your trips

-  **Charleston, SC, November...** >  
 11/3/10 - 11/5/10
-  **New York, NY, November...** >  
 11/11/10 - 11/12/10
-  **Washington, DC, Novembe...** >  
 11/18/10 - 11/18/10
-  **Philadelphia, PA, Novemb...** >  
 11/22/10 - 11/23/10
-  **Dallas, TX, December 2010** >  
 12/4/10 - 12/6/10
-  **San Francisco, CA, Decem...** >  
 12/20/10 - 12/27/10
-  **San Diego, CA, February...** >  
 2/14/11 - 2/19/11



Trips



Points



Network



Refresh



AT&T 3G

1:42 PM



Travel accounts

-  **American AAdvantage** >  
Acct # 42d43k6
-  **Delta SkyMiles** >  
Acct # 2665029787
-  **Hyatt Gold Passport** >  
Acct # G83979976D
-  **Marriott Rewards** >  
Acct # 431010214
-  **Starwood Preferred Guest** >  
Acct # 50410624734
-  **United Mileage Plus** >  
Acct # 00995313200



Trips



Points



Network



Refresh



AT&T 3G

1:42 PM



Points

Details



## United Mileage Plus

Updated: 11/9/10

**Acct #**

**Balance** 51,000

**Status** Premier

Need 24,188 miles/34  
segments for upgrade to  
Premier Executive

**YTD** 25,812 miles/26 segments

### Recent Activity



Trips



Points



Network



Refresh



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1:42 PM



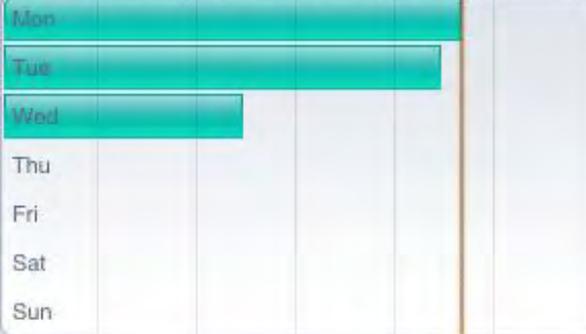
Today

This Week

Nutrients

Week of Nov 8 2010

0 500 1,000 1,500 2,000 2,500 3,000



Budget

➕ Prior to today I am **116** calories under my weekly budget

4 wks ago 3 wks ago 2 wks ago Last week



504



378



442



381



My Day



Log



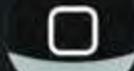
Friends



Goals



More





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1:43 PM



facebook

Live Feed



What's on your mind?



### SEED MAGAZINE



#### Agriculture in the Wild & SEEDMAGAZINE.COM

seedmagazine.com

Humans aren't the only creatures that grow their own food. Leaf-cutter ants, trees, and even protists do it too.

7 minutes ago



1 comment 3 people



### Harper's Magazine



#### Preview of Thomas Frank's First Column for 'Harper's': Content Mills, Gadget-Love and the Decline of

www.thenation.com

Frank bemoans the race to the bottom that's being brought about by blogging, content mills, and journalism school enablers.

16 minutes ago



AT&T 3G

1:44 PM



## All Friends



**kevinmd**

MKSAP: 44-year-old man with chronic joint pain <http://goo.gl/fb/qO8Gv>

2 mins ago



**TIME**

Who will be TIME's Person of the Year for 2010? | <http://su.pr/1mf5m>

2 mins ago



**jillmwo**

CWTS web site (SNIP) SCImago website covers SJR;and journalmetrics.com are resources for those interested. #nfais

4 mins ago



**TAC\_NISO**

Are you one of those people who these concepts are new to you? Or do you live and breathe bibliometric #analytics every day? #NFAIS

130

Updates



Refresh



Columns

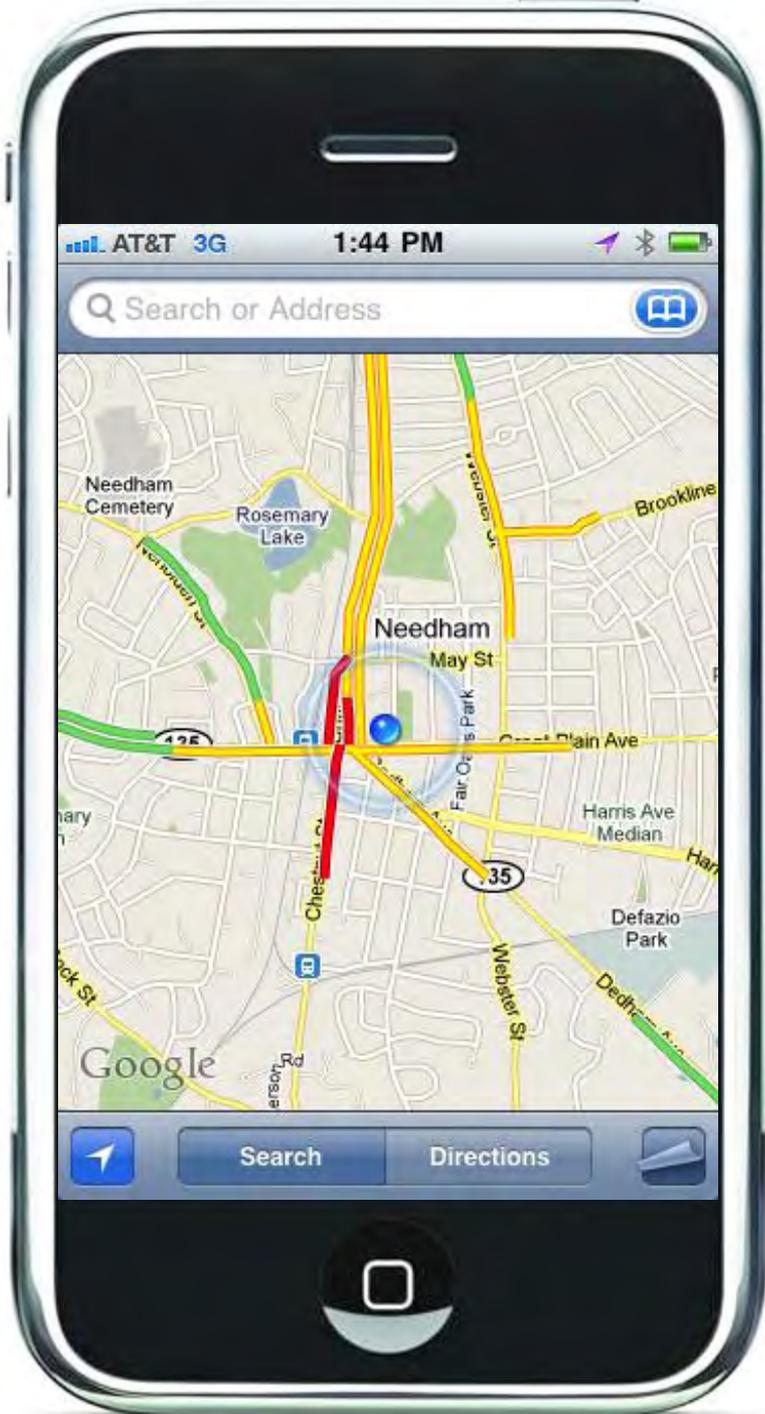


Mark Seen



More

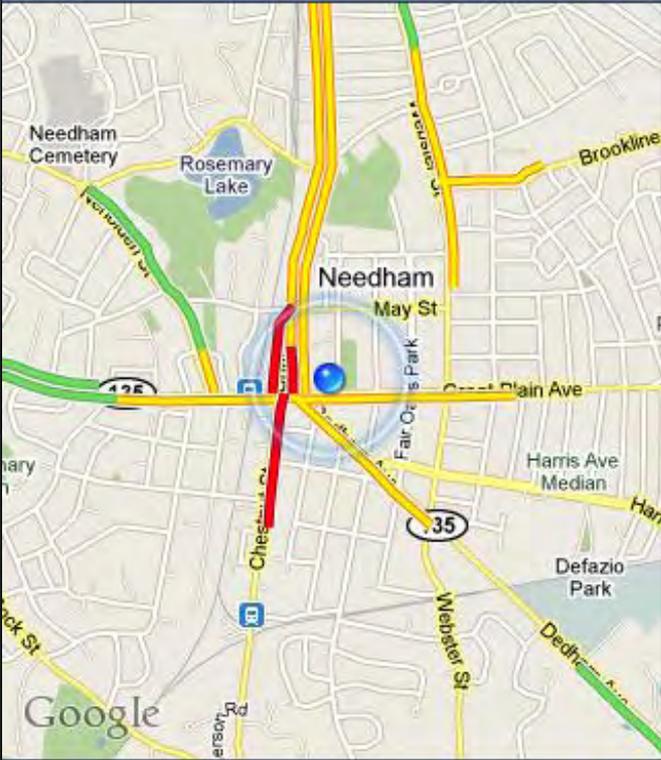




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1:44 PM

Search or Address



Search

Directions



AT&T 3G

1:45 PM



# myTeams



## Today

11/10: 7:00 PM

- Boston Bruins** 7-3-1
- Pittsburgh Penguins** 7-7-1

## Next Scheduled

11/11: 7:00 PM

- Montreal Canadiens** 9-5-1
- Boston Bruins** 7-3-1

11/11: 8:00 PM

- Boston Celtics** 6-2

**SATURDAYS**  
9AM / ET 10AM / ET



MLB K-Rod in court Dec. 3; sides working





AT&T 3G

1:46 PM



Shakespeare



Eric's Stuff



Even More!



More...Stuff



SportLogik



PhoneFlicks



Hungry...Pt1



Square



Remote



Messages



Calendar



Mail



Phone





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1:45 PM



Search Amazon.com

Cancel



Scan a barcode



Home



Search



Cart



Remembers



More



Hold steady...



Barcode will scan automatically.  
Try to avoid shadows and glare.

Cancel



AT&T 3G

1:46 PM



Search

## Item Found



### Doctors The Biogaphy of Medicine

Sherwin B. Nuland (Hardcover) >

68 New & Used from \$0.01



Not what you scanned?

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Cart



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Medicine

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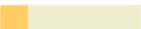
Ounces of Prevention — The Public Policy Case  
for Taxes on Sugared Beverages - Kelly D.  
Brownell, Ph.D., et al. | Sugar, rum, and tobacco are  
commodities which are nowhere necessities of  
life, which are become objects of almost universal  
consumption, and which ...

Rationing Antiretroviral Therapy in Africa —  
Treating Too Few, Too Late - Nathan Ford, D.H.A.,  
et al. | The past 6 years have seen striking

.....

## Customer Reviews

### 5 Reviews

5 star:		(1)
4 star:		(3)
3 star:		(0)
2 star:		(1)
1 star:		(0)

### Average Customer Review

★★★★☆ (5 customer reviews)

### Most Helpful Customer Reviews

12 of 14 people found the following review helpful:

★★★★★ **NEJM is a medical pioneer**, May 10, 2009

By [D. J Najarian](#)  (New Jersey) - [See all my reviews](#)

REAL NAME   VINE™ VOICE

As far as I can tell, the New England Journal (NEJM) is the first medical journal available for the kindle. There are several benefits to getting the NEJM on the kindle, and these benefits will likely lead all the major medical journals to follow suit at some point in the near future.

The benefits:

First, getting the kindle edition eliminates a ton of waste. Walk into any serious doctor's home or office (or even medical library), and you will likely find stacks and stacks of journals. Most copies sit there and collect dust...and only a few are used at any one point (what a waste of trees/paper and space). At some point, all the old journals have to be tied up and recycled (or bound up) (another waste of time and energy). The kindle version of the NEJM eliminates all this waste.

Second, it is easier to read the NEJM off the kindle screen than a computer screen.

Third: the kindle will read the NEJM to you. The kindle therefore allows doctors to transform commuting (driving) time into more CME time.

Fourth: doctors tend to be mobile and hard pressed for time--walking (running) throughout the hospital or from office to office. It would be a god send to have all the major journals available at one's fingertips on an easy to read platform.

The kindle version of the NEJM is the first step toward this vision. To expand on this thought, having "Up to Date" or other medical info review sites available

1 of 3 people found the following review helpful:

★★★★☆ **Good primer/ practice for prospective students of medicine,**

May 16, 2009

By [tyE](#)  - [See all my reviews](#)

As a current undergraduate and prospective future physician scientist, I decided to try out a subscription to the famed NEJM in order to get a survey of some of the research thats being done in medicine. This was my first time reading a full issue of the NEJM and I must say that I am impressed and will keep my subscription. The one major downfall of the kindle format are indeed the charts. They are subject to magnification via the five-way kindle clicker that causes the image to fit to the screen. Most visuals were readable, but many were not. Although unfortunate this was not a deal breaker for me. The rest of the format was fine, and I consider it a major conservation of paper, especially for those that like to horde publications like I do.

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# the scholarly kitchen

WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

Jan 8,  
2009

## A Self-Publishing Adventure Begins

Posted by Kent Anderson under [Authors](#), [Books](#), [Business Models](#), [Housekeeping](#), [Reading](#), [Research](#), [World of Tomorrow](#) ([edit this](#))

[20] [Comments](#)

A couple of years ago, I began writing yet another novel. I'd started a few during and after college, but invariably I lost interest in the characters, encountered plot complications I didn't care enough to solve, or exhausted my available time and energy. Finally, in 2008, I finished my first novel, a mystery-thriller entitled, "[Spam & Eggs: A Johnny Denovo Mystery](#)," which will be published in 2009 under the pen name Andrew Kent.

Writing the book was a lot of fun, but soon after I finished a decent draft, I had to turn my attention to the business of publishing a book-length, commercial manuscript.

Even though this was going to be a new type of adventure, I started down the traditional path.

First came the grind of writing query letters, submitting these to agents, and getting rejections. I quickly discovered a few things that made me question the traditional route:

1. Email has accelerated the submission and rejection game so much that I'll bet neither agents nor authors are getting a true read on commercial opportunities this way.
2. Even with a faster query process, it takes too long to get published through a traditional publisher. Authors have to wait anywhere from 2-7 years from an agent accepting them as a client to the publication of a first book — assuming a

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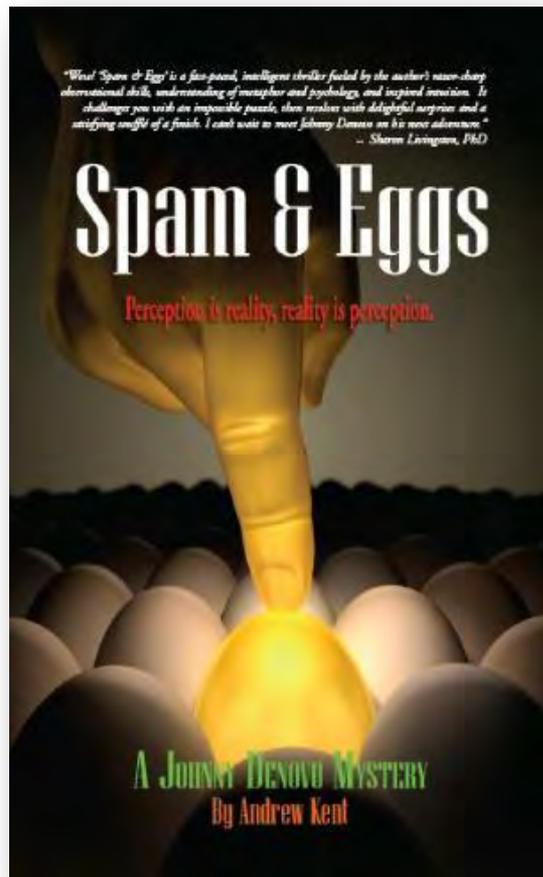
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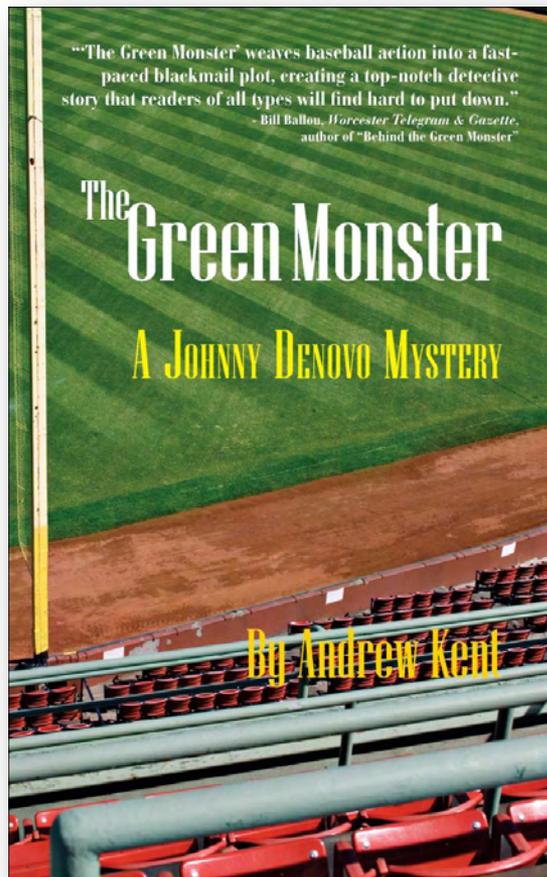
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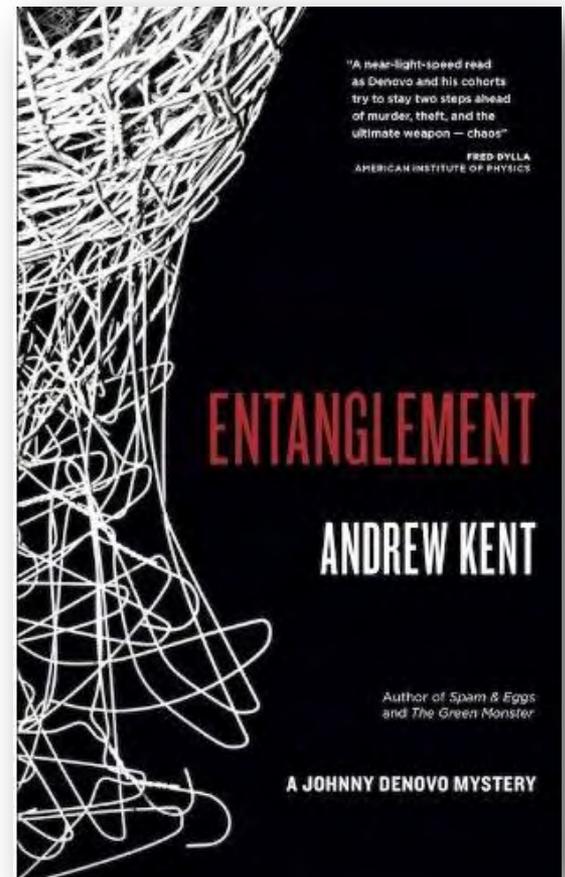
Published February 2009

Top Pick for the Holidays



Published September 2009

*Looking for an absorbing mystery that is chock full of twisting plots and tantalizing clues? A mystery which is too intricate to be solved by reading the first few pages? Then this is the right book for you.*



Published November 2010



[sign up now!](#)

# National Novel Writing Month

November 1st-30th Thirty days and nights of literary abandon!

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## Fund-o-Meter



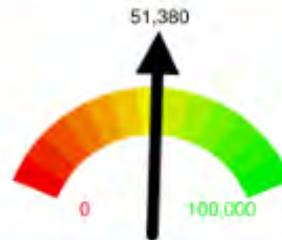
3.97% of Wrimos have donated, raising \$497,027!

Please chip in something to help cover the costs of NaNo and our Young Writers Program! [Make a tax-deductible donation today!](#)

## Breaking News

Posted by: [Lindsey Grant](#) on 11/17/2010

Thank you doesn't even begin to cover it...



What a spectacular Donation Day!

In 24 hours, we raised \$51,380 for

## NaNoVideo

Posted by: [Lindsey Grant](#) on 11/15/2010

We're halfway there!



Let's go for the finish!

[More](#) | [Archive](#) | [RSS Feed](#)

## OLL Blog

**NaNoToons: Week 3**  
Miss weeks one and two? Catch up on NaNoToons here! ... [more](#)

**Rut-Busting**  
I am never so happy to see the back end of a week as I am at the end of Week Two. All the hilarious comments



Here's what our young authors are writing about: *"When Alora dies, she leaves a lot of things behind. Dreams, hopes, and wishes all remain, and she*

## In The Store

NaNoWriMo "Noveling Machine" T-shirt



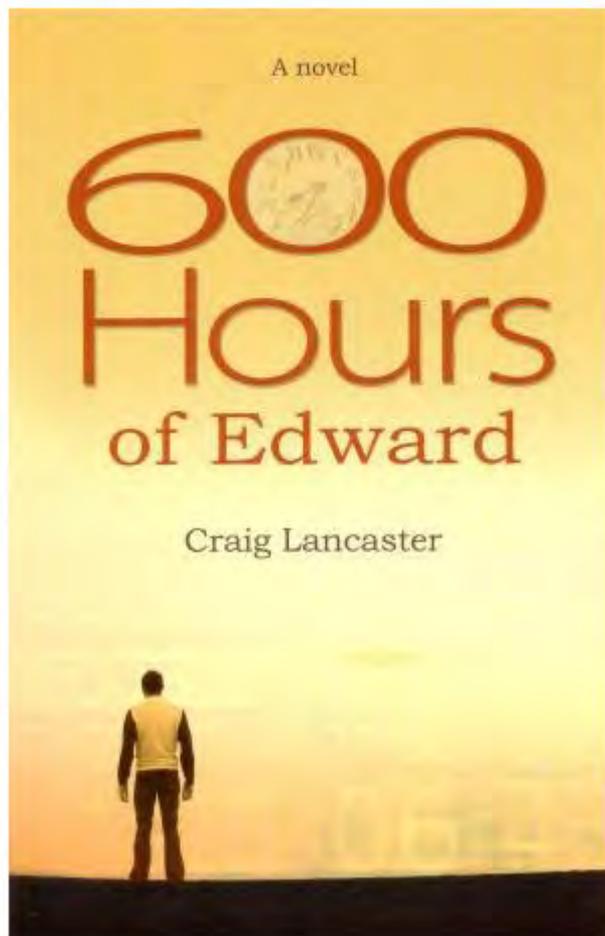
# Billings author writes '600 Hours of Edward' in less than 30 days

Story Discussion

Font Size: - +

By PEGGY O'NEILL Independent Record | Posted: Friday, April 9, 2010 12:00 am | (0) Comments

1 retweet



Nothing can cure inertia better than a near-death experience. Just ask Craig Lancaster. After crashing his motorcycle at 60 mph and suffering broken ribs and a collapsed lung, he wrote a novel. And he wrote it in less time than it took for his wounds to heal.

"Writing a novel was always something I wanted to do," said Lancaster, 40, who lives in Billings. "But wanting to do something and actually doing it are two different things."

During the 30 days of National Novel Writing Month, which happens every November, Lancaster wrote a book called "600 Hours of Edward." The annual event challenges aspiring authors to write at least 50,000 words during the 720 hours of the month. If you take the 80,000 words Lancaster actually wrote and divide by the 24 days he spent writing and subtract the hours he worked as a copy editor at the Billings Gazette and then throw in the statistics of down time versus productive time, you end up with an equation that would comfort Lancaster's main character, Edward, who is obsessive compulsive and has Asperger syndrome.

"The story of Edward just got in my head," Lancaster said, "and then it went very fast."

2010 Montana Book Award

Best First Novel – High Plains Book Award



JBJS



Phone



Mail



Safari



iPod

AT&T 3G

12:30 PM



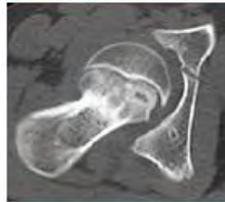
**JBJS** | The Journal of  
Bone and Joint Surgery 

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**SUBSPECIALTY ARTICLES**

**PURCHASED ARTICLES**

**IMAGE QUIZZES**



*Month X, Quiz*

Donec nec justo eget  
felis facilisis fermentum.  
Aliquam porttitor  
mas sit amet orci. Aenean  
dignissim pellentesque.

AT&T 3G

12:30 PM



Back

## Image Quizzes



Total Score:

80%

You have answered 4 out of 5  
'Image Quizzes' correctly.

### New This Month



July 2010



Pain and Oseous Crepitus of the Knee  
Following a Fall Six Weeks After Anterior  
Cruciate Ligament Reconstruction

Purchase Now

2010



June 2010



A Forty-Six-Year-Old Woman isoctum  
dui placerat ornare. Pellenteque odio...



May 2010



Intermittent Pain and Limited sem quis



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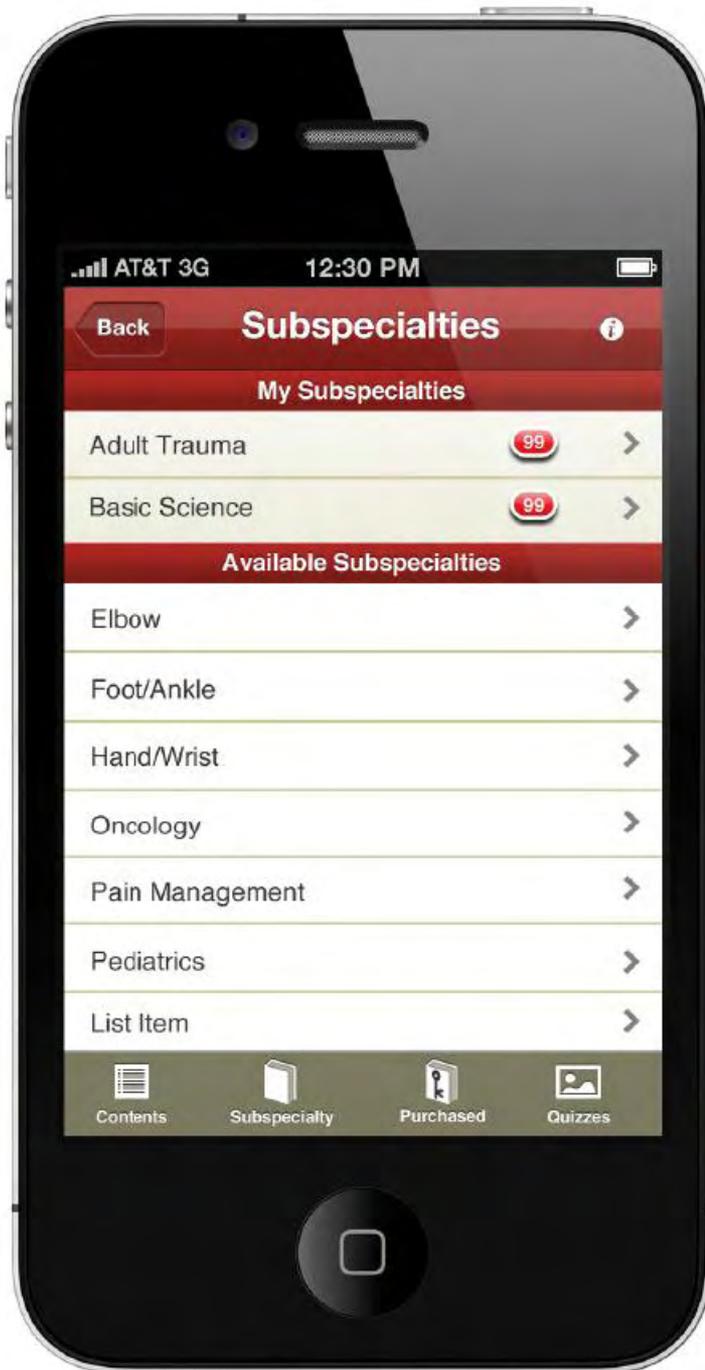
Subspecialty



Purchased



Quizzes



AT&T 3G 12:30 PM

Back Subspecialties

My Subspecialties

- Adult Trauma 99 >
- Basic Science 99 >

Available Subspecialties

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# Factors Shaping the Future

<b>Then</b>	<b>versus</b>	<b>Now</b>
Analog	»	Digital
Delayed	»	Immediate
Tethered	»	Mobile
Isolated	»	Connected
Generic	»	Personal
Consumption	»	Creation
Closed	»	Open
Evolved	»	Engineered

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# MOBILE MEANS different

Kent Anderson  
CEO/Publisher  
JBJS, Inc.