



**INNOVATION
IN PUBLISHING**

RICHARD CHARKIN • BUENOS AIRES • APRIL 2016

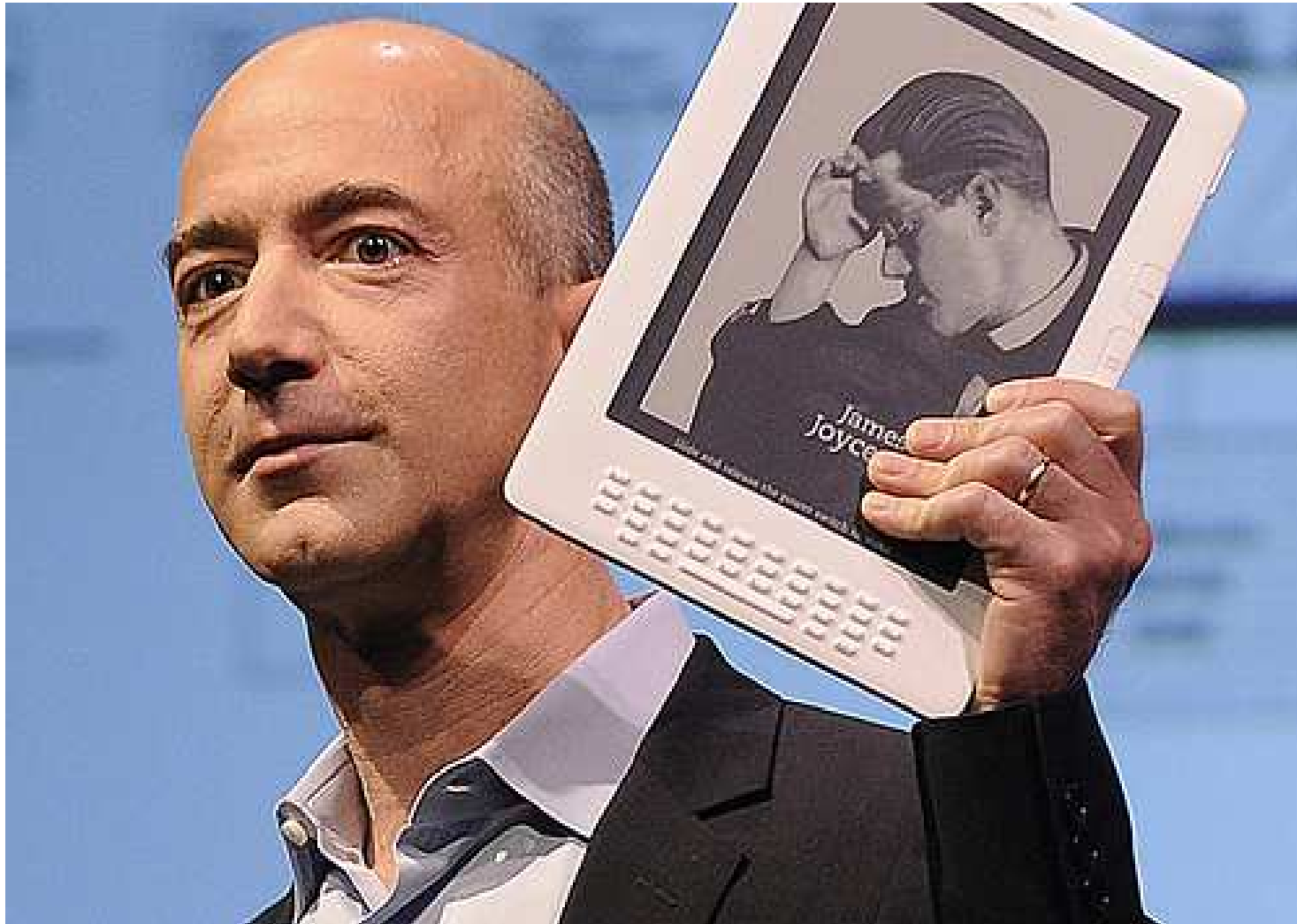
The Publisher



Another Publisher



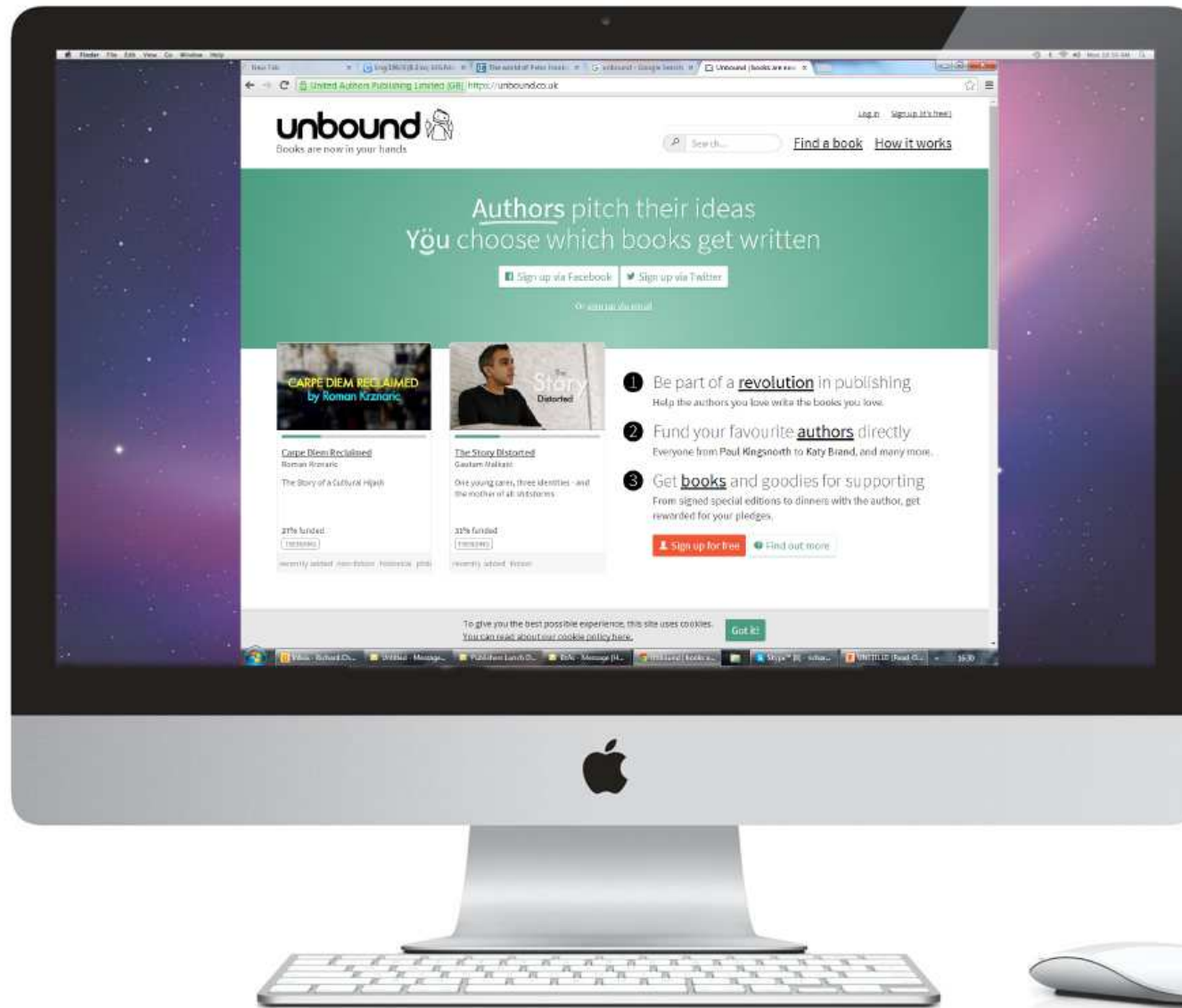
And the Innovating Publisher



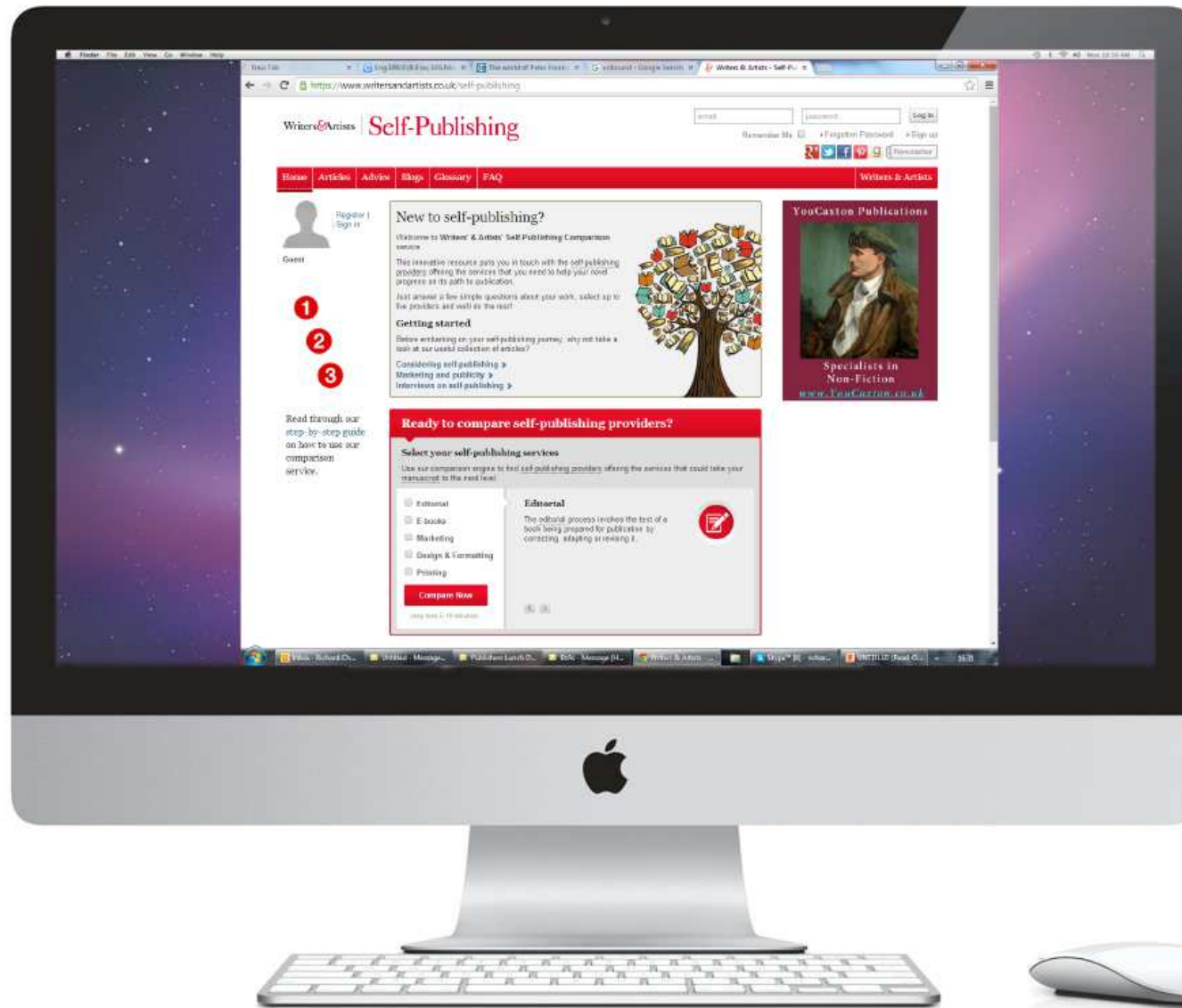
And a Completely Different Publisher



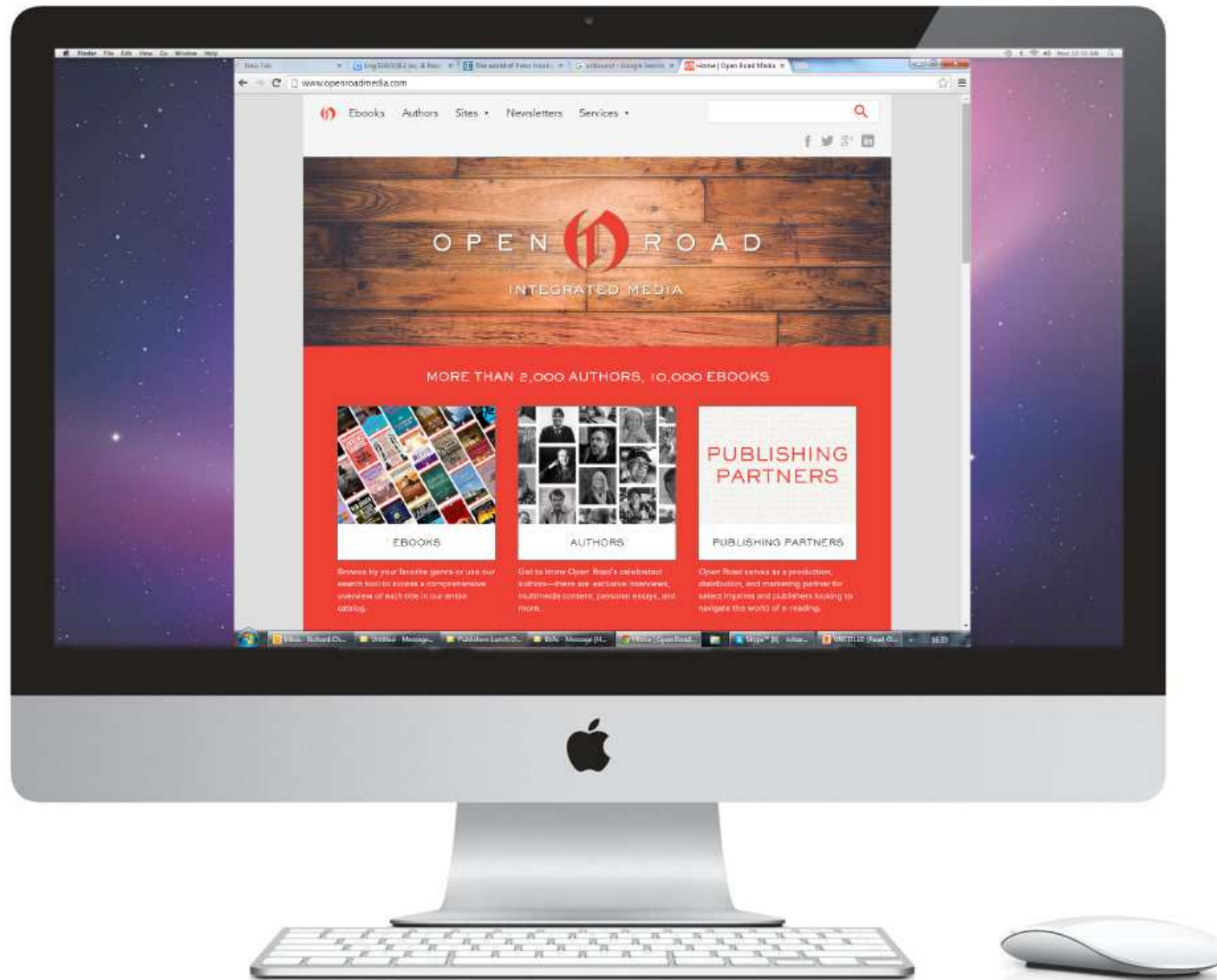
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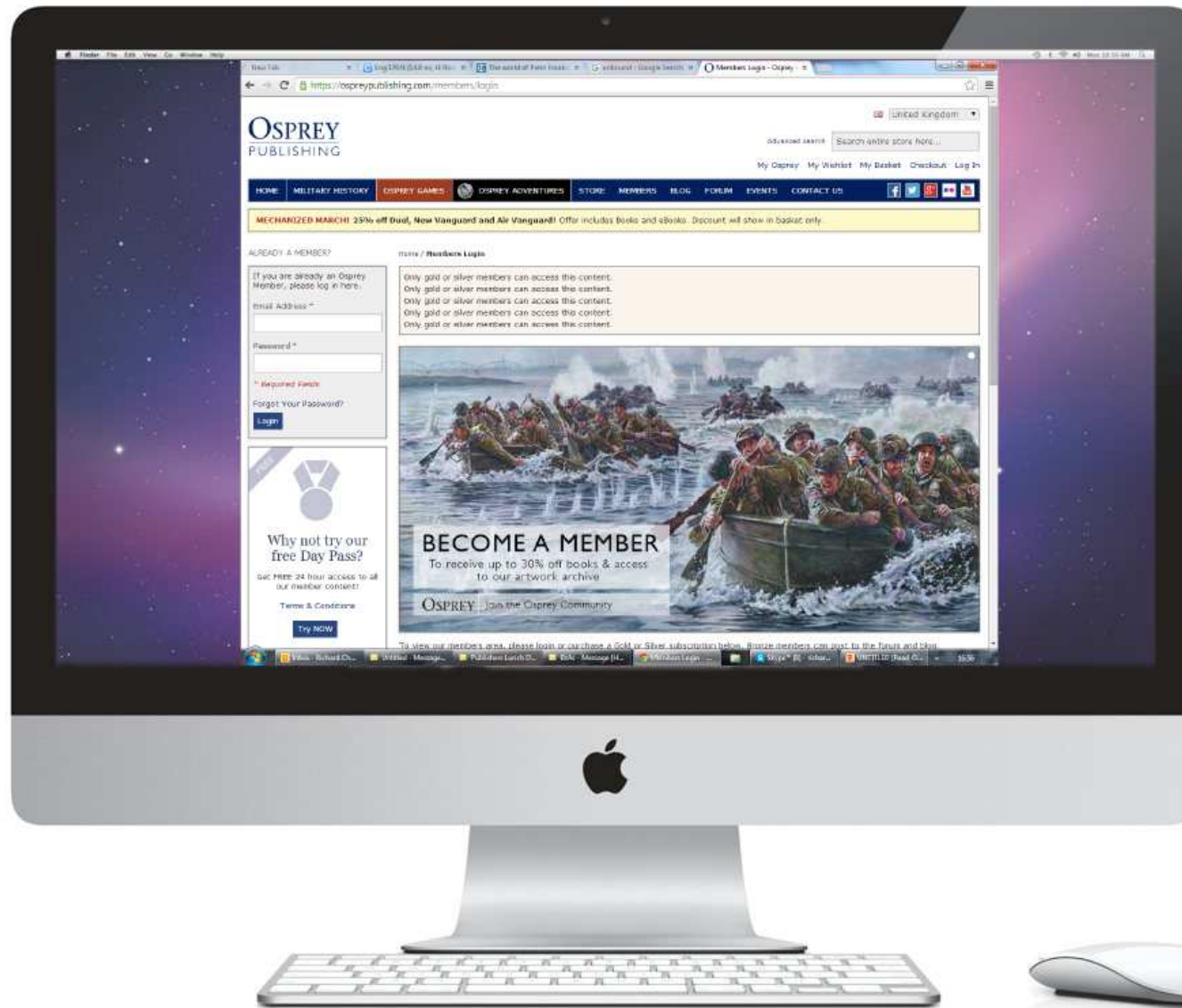
Mobile Geo-marketing



Crowd Sourcing for Awareness



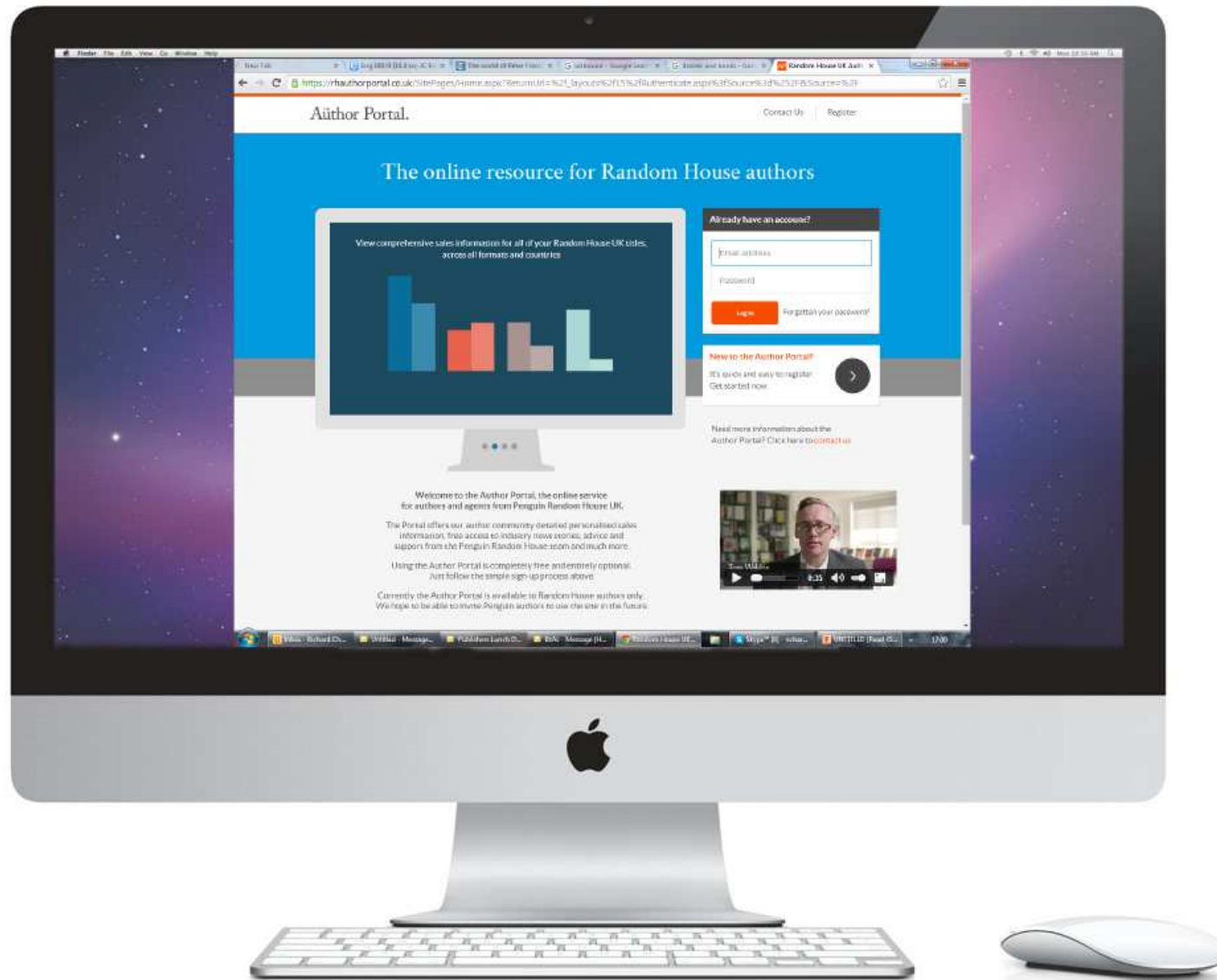
D2C Marketing



Delivery Systems



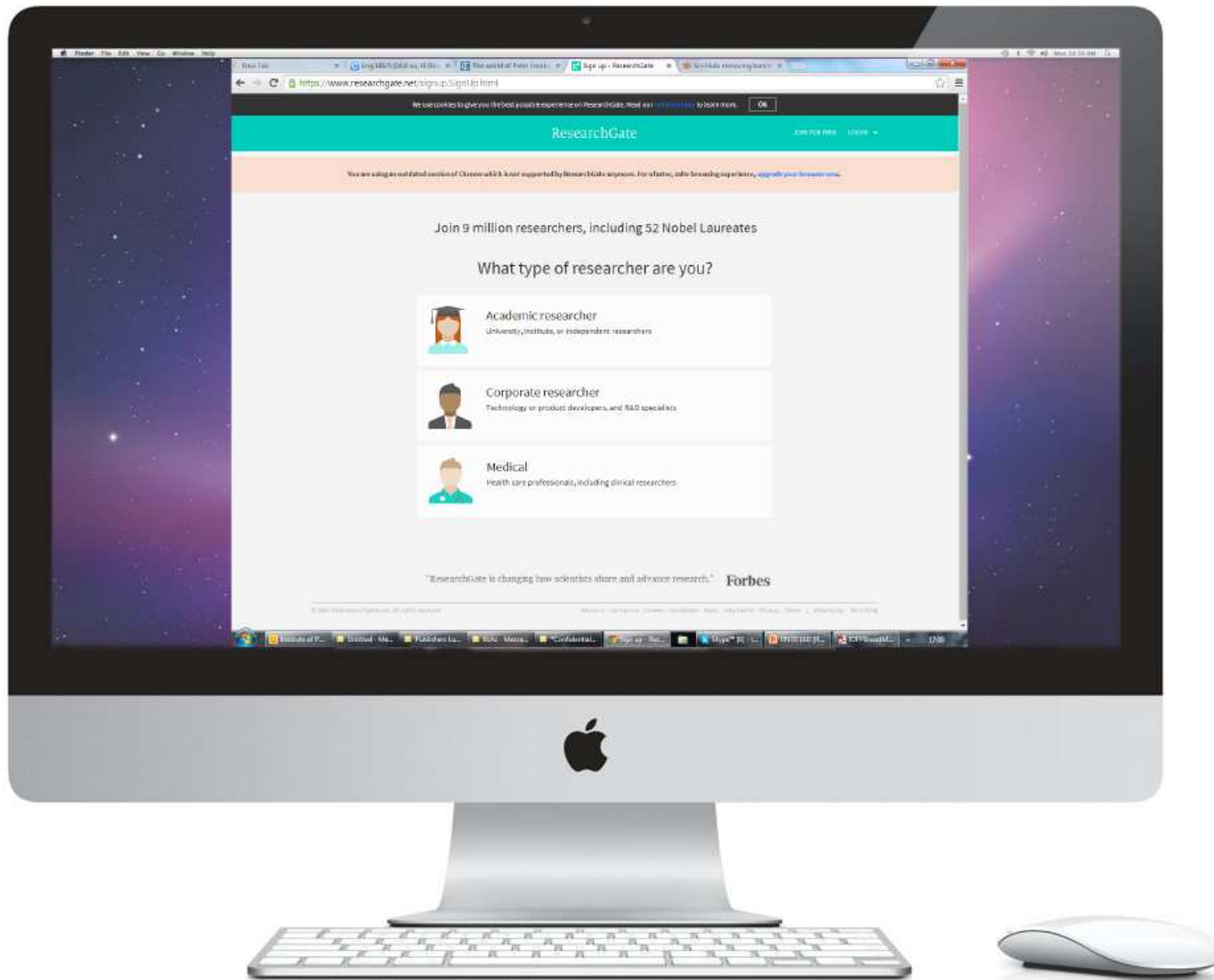
Author Care and Communication



Caveat Pirates...



And Parasites



And Meddlers



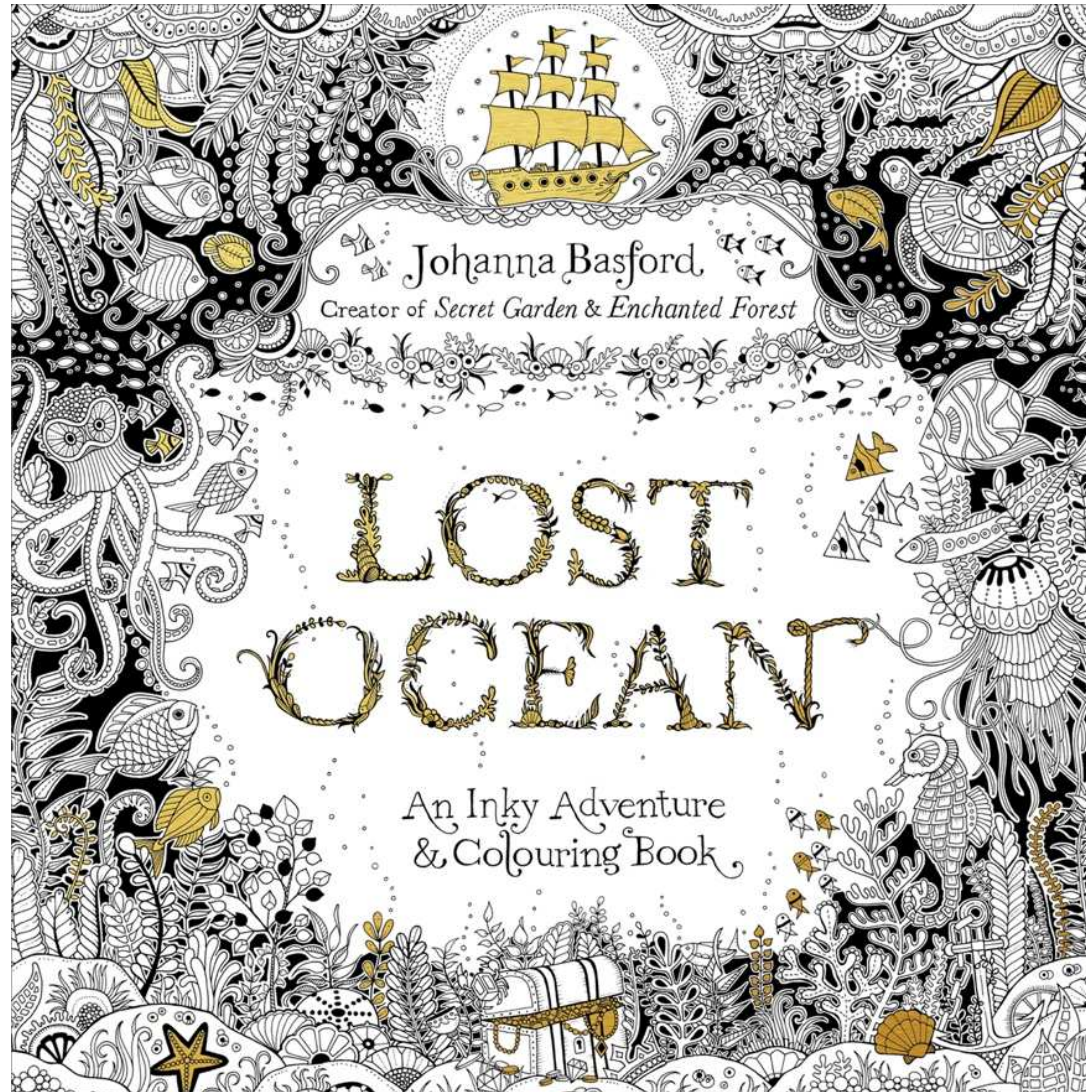
And Potential Censors



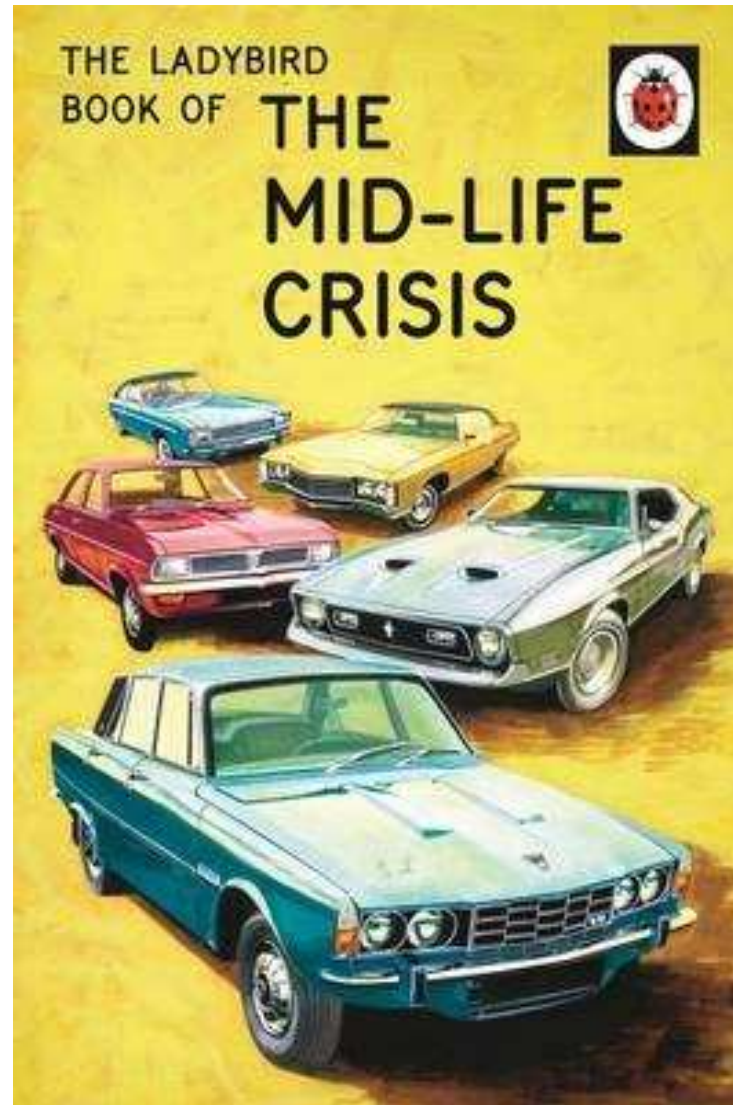
And Potential Dominance



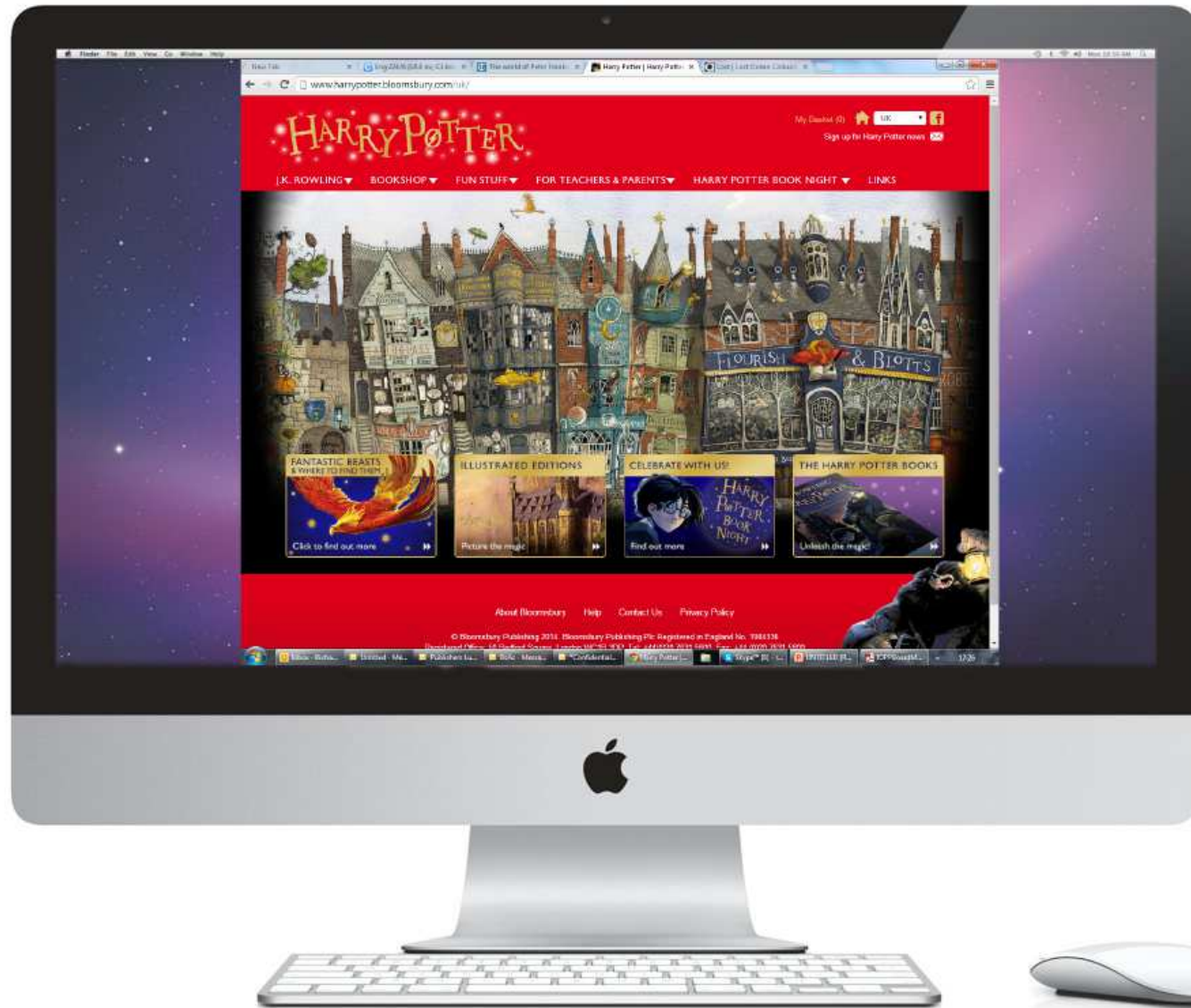
But Innovation is not Always New



And Sometimes Totally Retro




Or Simply Reissued



The Publishers of Today





THANK YOU
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GRACIAS