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Subject: Re: Market Research 101

Posted by [astroboy2k](#) on Thu, 10 Feb 2011 18:38:39 GMT

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My votes:

David's previous books are priceless. My time is worth money. \$135 for a book that saves me time is a deal (for me), but I suspect people would start to balk at anything over \$100-120. A fair share of the market is going to be starving graduate students or underpaid postdocs. In my experience, trying to get someone running a research empire to buy an absolutely indispensable book is like asking them for a quart of blood. They always seem vaguely insulted as such a request too. They'll drop 20 grand on a piece of lab junk, but \$100 on books seems to be a frivolous extravagance. I suppose they figure grad students will buy books for the lab out of their own huge salaries if they stall long enough.

Since this is graphics, I think color images would be a huge help. Not all pages have to be in color, of course, but my guess is that there will be some graphics that should be in color. If color costs are a sticking point, then perhaps color figures could be put on [dfanning.com](#). That would be fine.

The format and paper and quality of the old book (2nd edition) was very good, definitely worth a little extra money, since it takes a beating from frequent use. Paperback is good, as long as the quality is the same as the old book. I don't think compromising on the paper/print quality is a good idea, even if it means no color.

I'd prefer spiral bound option, since as far as I'm concerned the book really needs to lay flat.

It's nice to be able to search a PDF document, but I find that jotting notes down in the margins on actual paper is a huge help. If a pdf version was fairly cheap, I'd but that too.

A bit off topic, but I'd enjoy a book by coyote on his adventures and thoughts on life...

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