
Subject: Re: Market Research 101

Posted by [ben.bighair](#) on Thu, 10 Feb 2011 16:11:13 GMT

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On 2/10/11 10:59 AM, David Fanning wrote:

> Paolo writes:

>

>> Color: how many pages have illustrations? I would

>> think it may be possible to limit color to the illustrations

>> and use B&W for the text - that should contain the costs.

>> I am assuming the printer would charge differently for

>> grayscale pages then colored pages, which may or may not

>> be true.

>

> Yes, this is an option I am exploring. The problem really

> is that the book has LOTS of figures. Figures, I would

> argue, are the whole POINT of the book! And with very

> few exceptions, the figures are in color. Setting up

> a "mixed" book is expensive, too. So that pretty much

> means once it is set, you don't want to add a clarification

> paragraph that throws all the figures onto the B&W page!

> Basically, a set-up nightmare, is what I am saying. :-(

>

>> If you worry about illicit PDFs... It turns

>> out that scanners with OCR are so common and cheap that

>> I doubt it makes any difference if you provide it or not

>> yourself anyway.

>

Hi David,

I have encountered password protected PFDs in the past. I know that it isn't fool proof, but would that help stem the tide? I bought this book a while ago...

http://zoi.utia.cas.cz/moment_invariants

... and the code to go with it was in a password protected file. The password was a word in the book. I don't know, but I suspect that there's a list of passwords that are generated for each book purchase. That would limit your ability to sell through other merchandisers.

I hope you get back on your feet soon.

Cheers,
Ben
