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Subject: Re: Market Research 101

Posted by [David Fanning](#) on Thu, 10 Feb 2011 15:59:06 GMT

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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.

Yes, I've never made good career decisions (except, possibly, to spend a good deal of my working life playing tennis). My decision to become an "author" in my dotage is probably one of my worst. :-(

Cheers,

David

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Coyote's Guide to IDL Programming: <http://www.idlcoyote.com/>

Sepore ma de ni thui. ("Perhaps thou speakest truth.")

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