
Subject: Re: Market Research 101

Posted by [penteado](#) on Wed, 09 Feb 2011 23:41:42 GMT

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On Feb 9, 7:44 pm, David Fanning <n...@dfanning.com> wrote:

- > Let's start with a couple of assumptions. Let's assume
- > it is a pretty good book and that it contains information
- > that may be of some interest to you. Would you pay \$25,
- > \$45, \$85, \$135? Where do you start drawing the line?
- > What causes you to draw the line? Do the aesthetics of
- > the book have anything to do with it? Do you care whether
- > it is in back or white or color? Cloth cover or paperback?
- > Sexy picture of the author on the back cover?

For subjects that involve visualization, I find aesthetics very important. Not only books specifically about visualization, but also those on subjects that need good visualization. I have been disappointed by several books on statistics or other subjects related to data analysis, because they were lacking in figures (or lacking decent figures). For that reason I have decided against buying some (Amazon's preview is very useful for that).

So I have a hard time imagining a book like yours without color. I understand it costs more, and would pay more for that reason. As for the physical material, I would prefer none (see below).

- > At your price point, whatever it is, would you expect
- > a full-color book, or would you expect black and white
- > illustrations? (Keep in mind this is a book about
- > scientific visualization techniques.) If you expected
- > color, how much of a premium (above what you would pay
- > for a black and white book) would you be willing to pay?
- > What would you think is "reasonable"?

For a book on visualization, if I did not know the author, I would probably not even consider buying one without color. For a color book, if the table of contents seemed convincing enough, and the subject useful enough, I might go up to \$120-150 (the latter is pushing it, though). Usefulness is the most relevant part in accepting the high end of the price range. Since I do not use direct graphics, I would hardly go for more than \$40. If it was a good book about iTools or Graphics, I might go for \$150 (but it would be hard to convince others to buy it, something I always try to do when I find one to be useful).

- > Or, are you one of those modern kinds of readers who
- > disdain physical books, and only consider buying a book
- > if you can load on your Kindle or iPad?

Pretty much. I have bought electronic versions of several physical books I already had. I only buy a physical book if there is no alternative. For the Kindle device there is the problem of the lack of color (not a problem to me, as I prefer to read Kindle books from the computer anyway). This became even more important after I moved out of the US, which makes shipping that does not take forever cost about the same as (or more than) the books.
