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Subject: Re: Market Research 101

Posted by [David Fanning](#) on Wed, 09 Feb 2011 22:14:09 GMT

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Jean writes:

> I (my lab :-)) bought your previous books and I really like the  
> format/paper quality of the IDL Programming Techniques (second  
> edition).

I guess as long as we are talking about it, this is another issue. IDL Programming Techniques was spiral bound because I wanted it to lay flat on my desk. I used (still use it, to be honest!) that book as a reference book and I want it laying flat so I can type code out of it.

I expect this book will be perfect bound. The advantage of a perfect bound book, from my point of view, is that it can be distributed both in America and in Europe and Australia by the big book distribution companies. Those companies, as a rule, will not handle spiral bound books.

I wondered about having a special spiral bound edition that I sold strictly from my web page and perhaps from Amazon, who still seem willing to deal with spiral binding.

Or, people can do what I do with all my bird and flower guides: take them to Kinko's and have the whack off the perfect binding and spiral bind them. It costs me about \$2 a book and I wouldn't think about going into the field anymore with a perfect bound field guide.

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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