
Subject: Book Business Realities

Posted by [David Fanning](#) on Wed, 17 Aug 2011 17:29:19 GMT

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Folks,

Here is a comment I received just this morning from an IDL user:

First of all I want to honor you for the best book about IDL I ever held in my hands. I got the book "Traditional IDL Graphics" as a birthday present and it is great! :-)

I wish to be modest, but this is pretty typical of the comments I've received about this book. :-)

Nevertheless, sales have fallen off a cliff since I left for Africa and I've concluded I've probably sold all the books I am going to sell to family and friends. Plus, my wife has been casting the evil eye at both the boxes of books still stacked in our bedroom and at me!

All this leads me to the inevitable conclusion that the book is priced too high, so I am lowering the price immediately to \$64.95 on Amazon and elsewhere. To kick-start sales again, I have put the book on sale on my web page through the end of this month for \$49.95.

If this price is successful, it may mean I won't have to look for a job until the upcoming Holiday Season. (I'm working on a white beard now.) If it's unsuccessful, God only knows what will happen. Students are returning to town, so it's probably too late to get a job flipping burgers. :-(

The PDF version of the book is on sale for \$34.95 through the end of the month, too.

If you are interested, you can learn more here:

<http://www.idlcoyote.com/store/index.php?act=viewCat&catId=saleItems>

Cheers,

David

P.S. Let's just say I owe a TREMENDOUS debt of gratitude

to the (reasonably) large number of people who have already purchased this book. Personally, I think the book is worth about twice what I have been selling it for. But, if you think you have been cheated, let me know and I'll try to work something out with you. Payment is almost certainly going to have to be made with work in kind, rather than money. :-)

--

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

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