



Nook



Amazon Fire



Sony

Digital Books



iPad



Kindle

Competing Stakeholders

Journals/Magazines

Publishers

Retailers

Device Makers

Software Developers

Consumers

Students

Authors

You

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Ability to share books with friends.

Distributors Want

Market Share

Control of Distribution Channel

Garden Wall Approach (no sharing)

Security for digital rights

Limit Piracy

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among text, images,
video, and audio



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touch of a finger.

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