

# Barnes & Noble: Managing the E-book

By Kevin Kim



# ging the E-book

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# Three points to consider



- Historical Aspect of Ebook
- Present Technology of Ebook
- Future Ebook Development



# *Intro to Ebook Readers*

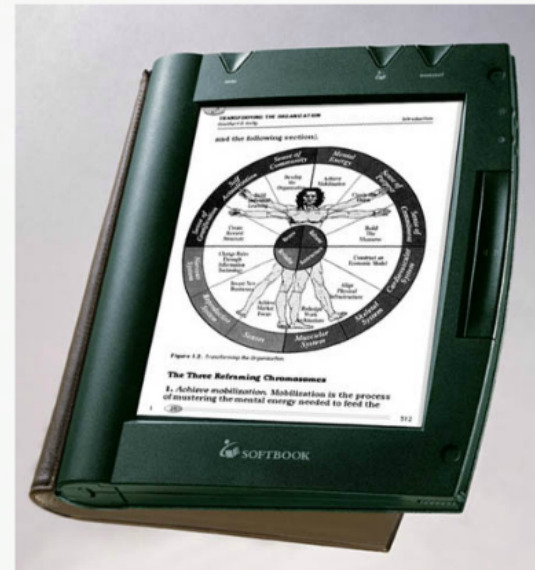


## Rocket eBook

Released in 1998

two buttons to turn pages

Can highlight, search, annotate  
and take note



## SoftBook

Released in 1998

can draw on text

Can annotate, and search

# ging the E-book

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