

**citypublishing**

Nov 25, 4:04pm via HootSuite

Before we start asking questions - please everyone introduce yourselves! #pubnow

**IrishPublisher**

Nov 25, 4:04pm via yoono

Hello to all following #pubnow

**armadillocentrl**

Nov 25, 4:04pm via web

#pubnow marketing is key, as is a quality product

**citypublishing**

Nov 25, 4:04pm via HootSuite

Basic guideline 3 of 3) Just join in! Enjoy the discussion and any feedback is appreciated #pubnow

**armadillocentrl**

Nov 25, 4:03pm via web

hello to all following #pubnow

**citypublishing**

Nov 25, 4:02pm via HootSuite

Basic guideline 2 of 3) Remember the #hashtag #pubnow

**maryannkernan**

Nov 25, 4:02pm via web

My dentist's young son loves his story books (YAY!). Is publishing innovation now really about marketing great books/stories? #pubnow

**citypublishing**

Nov 25, 4:02pm via HootSuite

Basic guideline 1 of 3) Please contribute with questions and comments #pubnow

**eMCDesignLtd**

Nov 25, 4:01pm via HootSuite

Afternoon everyone following #pubnow

**citypublishing**

Nov 25, 4:01pm via HootSuite

The topic for the #pubnow discussion is 'How is innovation adding value to publishing?'

**citypublishing**

Nov 25, 4:00pm via HootSuite

Welcome to the #pubnow debate everyone - today's moderators are @eMCDesignLtd and @citypublishing

**Tahira_R**

Nov 25, 4:00pm via TweetList!

And here we GO! #pubnow

**armadillocentrl**

Nov 25, 4:00pm via TweetDeck

RT @Book_Machine: 3 mins til the #pubnow online debate: How is innovation adding value to publishing? - Be online at 4pm to join!

**sophie_orourke**

Nov 25, 3:58pm via HootSuite

It's nearly time for time the #pubnow twitter debate How is innovation adding value to publishing? If you have any thoughts do join in.

**maryannkernan**

Nov 25, 3:58pm via web

Excited to be joining #pubnow tweet chat, How is innovation adding value to publishing? from 4pm - hear you there?! #citypublishing

**Book Machine**

Nov 25, 4:15pm via HootSuite

RT @1EmmaSmith: Innovation is changing the way people work. @sashers innovation = change = closer to your customer = A GOOD THING! #pubnow

**1EmmaSmith**

Nov 25, 4:15pm via HootSuite

Innovation is changing the way people work. @sashers innovation = change = closer to your customer = A GOOD THING! #pubnow

**IrishPublisher**

Nov 25, 4:14pm via web

@eMCDesignLtd I think it is more than digital, it is about understanding your customers needs and wants. #pubnow

**Nina_1**

Nov 25, 4:14pm via web

@SRCullers I think this is an excellent point! perhaps publishers and government should be focusing on this together #pubnow

**Tahira_R**

Nov 25, 4:14pm via Twitter for iPhone

@citypublishing tech advances enable greater access to publishing and published material, both print and digital #pubnow

**sophie_ourouke**

Nov 25, 4:13pm via HootSuite

Innovation isn't just about digital which is what @maryannkernan was saying #pubnow

**eMCDesignLtd**

Nov 25, 4:11pm via HootSuite

Innovation – is it just about digital though? #pubnow

**citypublishing**

Nov 25, 4:10pm via HootSuite

Great. Welcome everyone! #pubnow

**armadillocentrl**

Nov 25, 4:09pm via web

#pubnow Project Gutenberg and similar bringing books to wider audience for free

**SRCullers**

Nov 25, 4:09pm via web

Digital publishing is so accessible that there is a real chance that it could increase literacy. Here's hoping! #pubnow

**Nina_1**

Nov 25, 4:08pm via web

@citypublishing I think it stimulates creativity and allows publishing houses to reach a wider and more varied audience! #pubnow

**Tahira_R**

Nov 25, 4:07pm via TweetList!

@citypublishing Hello all! I'm Tahira, one of the project leaders for #pubnow con, and publishing MA student at City Uni London #pubnow

**sophie_ourouke**

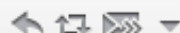
Nov 25, 4:07pm via HootSuite

Hello everyone at #pubnow I work @eMCDesignLtd who are specialist educational book designers. We work very closely with #publishing industry

**1EmmaSmith**

Nov 25, 4:06pm via web

@Hi to all #pubnow followers!





eMCDesignLtd

Nov 25, 4:21pm via HootSuite

MT @IrishPublisher:believe most #pubs made progress in new media, to varying levels of success! We reach more out in trad ways too #pubnow



mikemurphy1979

Nov 25, 4:21pm via web

@eMCDesignLtd monetising digital content, where most format innovation happens, is the elephant in the room. And it's got a bomb. #pubnow



IrishPublisher

Nov 25, 4:19pm via web

@eMCDesignLtd I believe most of us have made progress in new media, to varying levels of success! We reach more out in trad ways too #pubnow



eMCDesignLtd

Nov 25, 4:19pm via HootSuite

Is anyone worried that the cost of innovation isn't being re-cooperated by sales? #pubnow



eMCDesignLtd

Nov 25, 4:19pm via HootSuite

@activrightbrain that would be great, we'd really value your input #pubnow



activrightbrain

Nov 25, 4:18pm via Twiterrific

On my way to catch a train. Will try to dip into #pubnow when I'm out of the station.



ClaireVinent

Nov 25, 4:17pm via Plume

RT @eMCDesignLtd Innovation – is it just about digital though? #pubnow



eMCDesignLtd

Nov 25, 4:17pm via HootSuite

So for new followers to #pubnow innovation in communications has increased knowledge of customers - is that fair to say?



ClaireVinent

Nov 25, 4:17pm via Plume

@Tahira_R @citypublishing Great as long as you have access - some ppl can't afford basic Internet etc. #digitalinclusion #pubnow



Tahira_R

Nov 25, 4:16pm via TweetList!

@sophie_orourke @maryannkernan Definitely! Some would say that there are limits to print innovation... Thoughts? #pubnow



Book_Machine

Nov 25, 4:16pm via web

@IrishPublisher - true - if your customer is online, then that's what they need. Full stop. #pubnow



eMCDesignLtd

Nov 25, 4:15pm via HootSuite

@IrishPublisher do u think #publishers have innovated the way in which they reach their customers through new communication channels #pubnow



armadillocentrl

Nov 25, 4:15pm via web

@IrishPublisher @eMCDesignLtd digital has made this wider - the understanding of customers needs/wants, & more immediate #pubnow

**eMCDesignLtd**

Nov 25, 4:28pm via HootSuite

Ok we're coming up to the 1/2 way point of #pubnow keep sharing your thoughts & using the # hello to any new comers

**1EmmaSmith**

Nov 25, 4:28pm via HootSuite

@ClaireVinent What about the use of content on mobiles in areas where there may be no access to computers or many books? #pubnow

**armadillocentrl**

Nov 25, 4:27pm via web

@citypublishing @mikemurphy1979 @eMCDesignLtd innovation must always be worth investment not necessarily just £ but time and talent #pubnow

**eMCDesignLtd**

Nov 25, 4:26pm via HootSuite

At a lower cost or better value? RT @snehhk @citypublishing: Is innovation leading people to expect more at a lower cost now though? #pubnow

**eMCDesignLtd**

Nov 25, 4:24pm via HootSuite

RT Some would say that there are limits to print innovation... Wont print innovate to encompass other innovation? #pubnow

**SnehhK**

Nov 25, 4:24pm via HootSuite

RT @citypublishing: Is innovation leading people to expect more at a lower cost now though? #pubnow

**citypublishing**

Nov 25, 4:24pm via HootSuite

And is it worth investing? RT @armadillocentrl: @mikemurphy1979 @eMCDesignLtd isn't anything innovative hard to monetise at first? #pubnow

**SnehhK**

Nov 25, 4:24pm via web

@citypublishing Often, ppl are ready to pay more for an advancement in technology. And if innovation brings dat, den y not pay more? #pubnow

**armadillocentrl**

Nov 25, 4:23pm via web

@mikemurphy1979 @eMCDesignLtd isn't anything innovative hard to monetise at first? #pubnow

**sophie_orourke**

Nov 25, 4:23pm via HootSuite

RT @snehhk: @citypublishing Innovation is the Key to avoiding stagnancy. #pubnow

**SnehhK**

Nov 25, 4:22pm via web

@citypublishing Innovation is the Key to avoiding stagnancy. #pubnow

**eMCDesignLtd**

Nov 25, 4:22pm via HootSuite

@mikemurphy1979 really interesting point - what is the bomb & how can we prevent it from exploding?! #pubnow

**citypublishing**

Nov 25, 4:22pm via HootSuite

Is innovation leading people to expect more at a lower cost now though? #pubnow

**armadillocentrl**

Nov 25, 4:21pm via web

@IrishPublisher @eMCDesignLtd combining trad communications and new #socialmedia is changing #publishing & customers #pubnow



maryannkernan

Nov 25, 4:33pm via Mobile Web

@eMCDesignLtd I've been pretty amazed at how printing has kept changing/allowing shorter runs + now colour... #pubnow



armadillocentrl

Nov 25, 4:32pm via web

@mikemurphy1979 @eMCDesignLtd @citypublishing has to be a degree of #free on the net like music industry #pubnow



sophie_ourourke

Nov 25, 4:32pm via HootSuite

@clairevinent does innovation cause change for change's sake? #pubnow



maryannkernan

Nov 25, 4:32pm via Mobile Web

Am reading lots about creativity recentl, pondering: Isn't publishing always innovating, but leaves creativity to authors? #pubnow



Tahira_R

Nov 25, 4:32pm via TweetList!

@ClaireVinent @citypublishing does that include self-publishing? #pubnow



eMCDesignLtd

Nov 25, 4:31pm via HootSuite

@1EmmaSmith @ClaireVinent Does innovation lead to accessibility or exclusivity? #pubnow



ClaireVinent

Nov 25, 4:31pm via Plume



@citypublishing Innovation drives appetite for innovation. Ppl expect it. High expectations can be good & lead to higher standards #pubnow



mikemurphy1979

Nov 25, 4:30pm via web

@armadillocentrl @eMCDesignLtd @citypublishing maybe so, but is there much innovation in this area? Dynamic pricing, BBC model etc? #pubnow



eMCDesignLtd

Nov 25, 4:30pm via HootSuite

If innovation is in marketing do publishers have the right skills to deliver this? #pubnow



eMCDesignLtd

Nov 25, 4:30pm via HootSuite

Very true RT @irishpublisher: @eMCDesignLtd The scope for innovation is in marketing and distribution, more so than production. #pubnow



armadillocentrl

Nov 25, 4:29pm via HootSuite

RT @1EmmaSmith: @ClaireVinent What about the use of content on mobiles in areas where there may be no access to computers or many books? #pubnow



citypublishing

Nov 25, 4:29pm via HootSuite

Remember to use the #hashtag #pubnow everyone in the debate!



IrishPublisher

Nov 25, 4:29pm via web

@eMCDesignLtd The scope for innovation is in marketing and distribution, more so than production. #pubnow



sophie_ourourke

Nov 25, 4:29pm via HootSuite

Do publishers need to work closer with technology partners to lead innovation? #pubnow



sharontelfer

Nov 25, 4:41pm via Twitterrific

RT @activrightbrain: Innovation within publishing doesn't mean simply enhancing existing books. It doesn't have to result in a book of any kind #pubnow



fionagilsenan

Nov 25, 4:40pm via HootSuite

MT @activrightbrain: Innovation within publishing doesn't mean simply enhancing books; doesn't have to result in a book of any kind #pubnow



eMCDesignLtd

Nov 25, 4:40pm via HootSuite

RT @maryannkernan there are some great stats on how pubrs websites are becoming hubs/conversation places - eg Phaidon for art world? #pubnow



mikemurphy1979

Nov 25, 4:40pm via web

@maryannkernan genuine innovation in content requires creativity & bravery from author/publisher/reader. Not sure all parts move yet #pubnow



eMCDesignLtd

Nov 25, 4:39pm via HootSuite

Innovation in publishing doesn't even have 2 relate 2 content - a lot goes on behind the scenes before anything is even written #pubnow



SnehhK

Nov 25, 4:39pm via web

@maryannkernan Maybe publishers could be creative about their methods of innovation too! #pubnow



maryannkernan

Nov 25, 4:39pm via Mobile Web

@eMCDesignLtd there are some great stats on how pubrs websites are becoming hubs/conversation places - eg Phaidon for art world? #pubnow



Nina_1

Nov 25, 4:38pm via web

@ClaireVincent @1EmmaSmith both my grandparents have a kindle! I think innovation will still be accessible to the elderly #pubnow



activrightbrain

Nov 25, 4:37pm via Twitterrific

Innovation within publishing doesn't mean simply enhancing existing books. It doesn't have to result in a book of any kind #pubnow



citypublishing

Nov 25, 4:37pm via HootSuite

Over half way through our debate #pubnow hour...keep the comments and questions coming!



maryannkernan

Nov 25, 4:36pm via Mobile Web

@sophie_ouruke the definitions of innovation include 'making stuff happen'/applying ideas/problem-solving - doesn't just happen... #pubnow



Tahira_R

Nov 25, 4:35pm via TweetList!



@sophie_ouruke @clairevincent Innovation encourages constant improvement, thereby inspiring educationally & creatively. Evolution! #pubnow



ClaireVincent

Nov 25, 4:35pm via Plume

@1EmmaSmith Good point, tho large groups (e.g. elderly) may still not be able to keep up with online-only content/services #pubnow



sophie_orourke

Nov 25, 4:45pm via HootSuite

RT @1emmasmith: Morris Lessmore animated book for iPad?
Changing the way children read. I would've loved it when I was little!
#pubnow



armadillocentrl

Nov 25, 4:45pm via web

@fionagilsenan @emcdesignltd plenty of highly innovative sites out there that tell a story without a book #pubnow



eMCDesignLtd

Nov 25, 4:45pm via HootSuite

And designers RT @snehhk: @maryannkernan Perfect combination of creative authors and innovative publishers! #pubnow



Nina_1

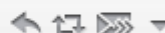
Nov 25, 4:45pm via web

RT @SnehhK: Innovation in publishing need not always mean high value. Nor does it mean low cost. Publishers need 2 explore middle ground. #pubnow



1EmmaSmith

Nov 25, 4:44pm via HootSuite



Have you seen the Morris Lessmore animated book for iPad?
Changing the way children read. I would've loved it when I was little!
#pubnow



SnehhK

Nov 25, 4:44pm via web

@maryannkernan Perfect combination of creative authors and innovative publishers! #pubnow



maryannkernan

Nov 25, 4:43pm via Twitter for iPad

@mikemurphy1979 @armadillocentrl @emcdesignltd @citypublishing it's a hub, building those direct links - or what are pubs for? #pubnow



SnehhK

Nov 25, 4:43pm via web

Innovation in publishing need not always mean high value. Nor does it mean low cost. Publishers need 2 explore middle ground. #pubnow



eMCDesignLtd

Nov 25, 4:43pm via HootSuite

Music to our ears MT @fionagilsenan Pubs still making ePub books as digital replicas of print books. Need to up the visual ante. #pubnow



fionagilsenan

Nov 25, 4:43pm via HootSuite

RT @emcdesignltd: Who else has examples of innovation that aren't "book" related? #pubnow <Infographics that tell a story?



eMCDesignLtd

Nov 25, 4:41pm via HootSuite

Who else has examples of innovation that aren't "book" related? #pubnow



fionagilsenan

Nov 25, 4:41pm via HootSuite

Most publishers still making ePub books as digital replicas of printed books, albeit with more typos. Need to up the visual ante. #pubnow



maryannkernan

Nov 25, 4:41pm via Twitter for iPad

@SnehhK agree! & they are, eg Penguin's new recording studio, Faber Factory - new skills + businesses #pubnow



mikemurphy1979

Nov 25, 4:41pm via web

@armadillocentrl @eMCDesignLtd @citypublishing sure, but that's really only a discovery tool for artists, isn't it? #pubnow



eMCDesignLtd

Nov 25, 4:49pm via HootSuite

Loads more RT @fionagilsenan @maryannkernan: @1EmmaSmith We absolutely can do more with illustrated non-fiction for adults, too. #pubnow



armadillocentri

Nov 25, 4:49pm via Twiterrific

RT @activrightbrain: You'll retain your existing readership if you continue to offer great text. Innovative presentation encourages NEW readers #pubnow



rebecsmart

Nov 25, 4:48pm via Twiterrific

RT @activrightbrain: You'll retain your existing readership if you continue to offer great text. Innovative presentation encourages NEW readers #pubnow



sophie_orourke

Nov 25, 4:48pm via HootSuite



Do all readers really want innovation? #pubnow



fionagilsenan

Nov 25, 4:48pm via HootSuite

RT @maryannkernan: @1EmmaSmith We absolutely can do more with illustrated non-fiction for adults, too. #pubnow



armadillocentri

Nov 25, 4:48pm via web

typo! many more options #pubnow



eMCDesignLtd

Nov 25, 4:48pm via HootSuite

Just 10 mins left folks, anything more to add on innovation aside from advances in digital...? #pubnow



Tahira_R

Nov 25, 4:47pm via TweetList!

Innovation = a way to get kids excited about reading again... Wait, not just kids... Everyone! #pubnow



activrightbrain

Nov 25, 4:47pm via Twiterrific

You'll retain your existing readership if you continue to offer great text. Innovative presentation encourages NEW readers #pubnow



maryannkernan

Nov 25, 4:47pm via Twitter for iPad

@1EmmaSmith the children's books are the best - need to explore (any excuse!) #pubnow



armadillocentri

Nov 25, 4:47pm via web

@maryannkernan @mikemurphy1979 @emcdesignltd @citypublishing all about communication allied to creativity - much more options now #pubnow



Tahira_R

Nov 25, 4:46pm via TweetList!

@SnehhK true, but also important not to exploit the difference between reasonable pricing and affordability! #pubnow



1EmmaSmith

Nov 25, 4:46pm via HootSuite

So much potential for more collaborative crossmedia productions #pubnow



maryannkernan

Nov 25, 4:45pm via Twitter for iPad

@fionagilsenan I agree - short lines/type probs a big turnoff! Kindle's software is rubbish, we're told, ePub3 v soon... #pubnow



maryannkernan

Nov 25, 4:53pm via Twitter for iPad

@1EmmaSmith We'll be experimenting for ages yet - so exciting! In terms of fiction, it'll always be about the story... #pubnow



carnival_horses

Nov 25, 4:53pm via web

Innovations really help the reader to interact with the text and author #pubnow



eMCDesignLtd

Nov 25, 4:52pm via HootSuite



So much to discover RT @maryannkernan: reading a book in yr head affects us - fascinating research on stories & empathy #pubnow



Helephone

Nov 25, 4:52pm via HootSuite

RT @fionagilsenan: Most publishers make ePub books as digital replicas of printed books, with more typos. Need to up visual ante. #pubnow



Chiddle84

Nov 25, 4:51pm via Twiterrific

RT @activrightbrain: You'll retain your existing readership if you continue to offer great text. Innovative presentation encourages NEW readers #pubnow



1EmmaSmith

Nov 25, 4:51pm via HootSuite

Many readers might not be aware that they want/need innovation. Things like The Waste Land app changed a lot of people's minds! #pubnow



eMCDesignLtd

Nov 25, 4:51pm via HootSuite

RT @armadillocentrl: @sophie_orourke good content is key 'just give me a good book' whatever the format #pubnow



Tahira_R

Nov 25, 4:51pm via TweetList!

@sophie_orourke do they have a choice? Ereaders are so prominent it's almost hard to avoid innovation! But should there be a choice? #pubnow



maryannkernan

Nov 25, 4:50pm via Twitter for iPad

@sophie_orourke isn't it great that students still prefer textbooks! Books are such great technology... #pubnow



eMCDesignLtd

Nov 25, 4:50pm via HootSuite

There is clearly lots to discuss so if this has whetted your appetite come along to the conference next week ow.ly/7F7pY † #pubnow



armadillocentrl

Nov 25, 4:50pm via web

@sophie_orourke good content is key 'just give me a good book' whatever the format #pubnow



fionagilsenan

Nov 25, 4:50pm via HootSuite

@activrightbrain Some magazines & newspapers have produced digital content that has upped readership--but pricing is an issue. #pubnow



maryannkernan

Nov 25, 4:49pm via Twitter for iPad

@armadillocentrl @fionagilsenan @emcdesignltd reading a book in yr head affects us - fascinating research on stories & empathy #pubnow

**Book_Machine**

Nov 25, 5:00pm via TweetDeck

Sign up by midnight tonight for #pubnow (#publishing event in London)
bit.ly/rM9DoO

**eMCDesignLtd**

Nov 25, 4:59pm via HootSuite

It's been a great debate, thank u all for contributing check out the
[@BookMachine](https://twitter.com/BookMachine) site for a round up tomorrow ow.ly/7F83u #pubnow

**Matteusclement**

Nov 25, 4:59pm via HootSuite

RT [@fionagilsenan](https://twitter.com/fionagilsenan): Most publishers still making ePub books as digital replicas of printed books, albeit with more typos. Need to up the visual ante. #pubnow

**ewants**

Nov 25, 4:59pm via TweetDeck

RT [@Book_Machine](https://twitter.com/Book_Machine): Topic for today's Twitter chat at 4pm is: 'How is innovation adding value to publishing?' - Follow the #pubnow hashtag to join

**citypublishing**

Nov 25, 4:58pm via HootSuite

Danger that content might be sidelined, but do publishers of quality content need to innovate to keep up anyway? #pubnow

**activrightbrain**

Nov 25, 4:58pm via Twitterrific

[@fionagilsenan](https://twitter.com/fionagilsenan) audience expectation is the greatest challenge. Do we want cheap non-interactive magazines, or bells & whistles? #pubnow

**Tahira_R**

Nov 25, 4:57pm via TweetList!

[@sophie_ourourke](https://twitter.com/sophie_ourourke) Higher cost of print vs digital, higher pricing for books vs ebooks, and the green movement, is it really a choice? #pubnow

**eMCDesignLtd**

Nov 25, 4:57pm via HootSuite

[@maryannkernan](https://twitter.com/maryannkernan) we're looking at how innovation in pub is impacting education ow.ly/7F7UA #pubnow

**activrightbrain**

Nov 25, 4:56pm via Twitterrific

[@fionagilsenan](https://twitter.com/fionagilsenan) selection of content is so important for apps in particular. We could enhance everything but not everything needs it #pubnow

**Nina_1**

Nov 25, 4:56pm via web

innovation is not just about the different ways of reading but allowing a closer contact to the author things like mykindabook #pubnow

**maryannkernan**

Nov 25, 4:56pm via Twitter for iPad

Could I add learning to this debate? Using multiple media, conversations (like this one!), exploration - huge innovation right now! #pubnow

**citypublishing**

Nov 25, 4:55pm via HootSuite

Only 5 minutes left...get your comments in quick! #pubnow

**eMCDesignLtd**

Nov 25, 4:55pm via HootSuite

Is there a danger content will be sidelined for technology? Bells and whistles but no story #pubnow

**sophie_ourourke**

Nov 25, 4:53pm via HootSuite

[@tahira_r](https://twitter.com/tahira_r) there will always be a choice & whilst ereaders are great there will always be a place for books #pubnow



maryannkernan

Nov 25, 5:06pm via HootSuite

RT @citypublishing: Thank you everyone for taking part in the #pubnow discussion! Hope to see you at the conference!



sophie_ourourke

Nov 25, 5:04pm via HootSuite

A week today! RT @tahira_r: Want to hear more, buy your tickets now for PubNow! Ticket sales close tonight! #pubnow [j.mp/vUiMrv](#) ±



citypublishing

Nov 25, 5:03pm via HootSuite

Thank you everyone for taking part in the #pubnow discussion! Hope to see you at the conference!



eMCDesignLtd

Nov 25, 5:03pm via HootSuite

Thanks for your thought RT @fionagilsenan: @emcdesignltd @BookMachine Thanks for hosting. Look forward to the next #pubnow tweetup



fionagilsenan

Nov 25, 5:02pm via HootSuite

@emcdesignltd @BookMachine Thanks for hosting. Look forward to the next #pubnow tweetup



Tahira_R

Nov 25, 5:02pm via TweetList!

If you have more to say, or want to hear more, buy your tickets now for PubNow! Ticket sales close tonight! #pubnow [j.mp/vUiMrv](#) ±



armadillocentrl

Nov 25, 5:02pm via web

#pubnow thank you, great to e-meet you all :)



citypublishing

Nov 25, 5:01pm via HootSuite

That's the end of the #pubnow hour, still so much to discuss so come along to [ow.ly/7F8af](#) ± for more! Last chance to sign up today!



SnehhK

Nov 25, 5:01pm via web

RT @Book_Machine Sign up by midnight tonight for #pubnow (#publishing event in London) [bit.ly/rM9DoO](#) ±



sophie_ourourke

Nov 25, 5:01pm via HootSuite

Nice to be involved with the chat #pubnow look forward to seeing the round up via @BookMachine



fionagilsenan

Nov 25, 5:01pm via HootSuite

@activrightbrain Well, I think we have to ask for each project, "What do we want the reader to get out of this?" #pubnow



armadillocentrl

Nov 25, 5:01pm via web

finding balance between instant #meme culture & broader content is key #pubnow something for everyone

Retweet



LauraAustinNow

Nov 25, 5:00pm via TweetDeck

Sign up by midnight tonight for #pubnow (#publishing event in London) [bit.ly/rM9DoO](#) ±



Book_Machine

Nov 25, 5:00pm via TweetDeck

Sign up by midnight tonight for #pubnow (#publishing event in London) [bit.ly/rM9DoO](#) ±



Tahira_R

2:43am via TweetDeck

RT @Book_Machine: Thanks to @atwoodtate for contribution towards everyone's lunch at #pubnow this coming weekend: bit.ly/rM9DoO +



pressfuturist

Nov 27, 11:59pm via Twitter for iPhone

Secunded. RT: @Book_Machine: Thanks to @atwoodtate for contributing to every1's lunch at #pubnow this coming weekend: bit.ly/rM9DoO +



Book_Machine

Nov 27, 11:50pm via TweetDeck

Thanks to @atwoodtate for contribution towards everyone's lunch at #pubnow this coming weekend: bit.ly/rM9DoO +



arhomberg

Nov 25, 9:25pm via TweetDeck

RT @Book_Machine: LAST DAY TODAY to sign up for #pubnow (#publishing event in London) bit.ly/rM9DoO +



activrightbrain

Nov 25, 8:45pm via web

You've got until midnight GMT to book the warm up event for @TheFutureBook conference: @Book_Machine's #PubNow bookmachine.org/publishing-now... +



elinbutler

Nov 25, 6:02pm via TweetList!

RT @Tahira_R: If you have more to say, or want to hear more, buy your tickets now for PubNow! Ticket sales close tonight! #pubnow j.mp/vUimrv +



elinbutler

Nov 25, 6:02pm via HootSuite

RT @citypublishing: Check out ow.ly/7F8N5 + for the #pubnow conference update too. 1 week to go!



Book_Machine

Nov 25, 6:00pm via TweetDeck

Publishing Now update: one week to go bit.ly/u1a0Zn + #pubnow



maryannkernan

Nov 25, 5:27pm via web

Thanks to 2011-12 City U London MA Pubrs for all you're doing for #pubnow next Fri/Sat - SO exciting, looking forward to it! @citypublishing



maryannkernan

Nov 25, 5:13pm via HootSuite

RT @citypublishing: Check out ow.ly/7F8N5 + for the #pubnow conference update too. 1 week to go!



activrightbrain

Nov 25, 5:13pm via Twiterrific

Train-hopping again but thanks #pubnow - see you on Sat 3rd Dec!



citypublishing

Nov 25, 5:09pm via HootSuite

Check out ow.ly/7F8N5 + for the #pubnow conference update too. 1 week to go!



maryannkernan

Nov 25, 5:06pm via TweetList!

RT @Tahira_R: If you have more to say, or want to hear more, buy your tickets now for PubNow! Ticket sales close tonight! #pubnow j.mp/vUimrv +

**Book_Machine**

10:00am via TweetDeck

Interview with Simon Appleby (@scifi_nut) by @elinbutler - he'll be talking at #pubnow wp.me/p1BpRV-r8 +

**citypublishing**

7:56am via HootSuite

RT @book_machine: Thanks to @atwoodtate for contribution towards everyone's lunch at #pubnow this coming weekend: bit.ly/rM9DoO +