to lower the sticker price. same principles apply here. Your leverage or bargaining position is significantly enhanced if you have had initial discussions with two, three or more publishers to test the market. Some time spent by you researching who the other publishers are in your discipline, the status of their texts in this discipline, and whether they are interested in considering your text is time well spent. You can have multiple submissions of an outline with or without sample chapters to gauge initial interest. I don't recommend actually negotiating with more than one publisher at a time, but it is very important to have generated interest from more than one publisher.

Information I Need From You

In order to properly serve your interests I am enclosing a form on which I want you to answer the following questions. The more information you can provide me, the less time I will have to spend questioning you to develop this information, and the better I will be able to negotiate a fair contract:

- 1. What clauses are most important to you and why (Please refer to Clause Number and describe what you want the clause to accomplish).
- 2. Regarding Royalty and Advance Clauses:
 - a. Have you taken time off from your teaching or other position to write the text? If so how much time and/or how much income have you relinquished?
 - b. Is it relatively important to you to have a sizeable advance to offset lost income or for other reasons? What are those reasons?
- 3. What further works do you plan? (Please describe by subject matter and intended audience as many different works as you believe are even remotely possible for purposes of listing exceptions to the "Competing Works" clause).
- 4. What is the term of the cycle

MAKING BOOK ON ELECTRONIC BOOKS

By Tony Ramos

This article is reprinted from the College Store Journal, a publication of the National Association of College Stores. Tony Ramos is Contributing Editor.

Wagering on the future of electronic books? Don't hedge your bets as much as you used to.

An article from the September 20, 1991 edition of Campus Market-place posed the question "Is The Campus Ready For Electronic Books?" The news was that the pace of the field was quickening, but no one had emerged as the hands-down winner. Electronic books faced marketing hurdles which were as high as--if not higher than--the technical ones.

But news changes quickly. Consider these recent items:

• Franklin Electronics, the electronic reference device veteran, is moving ahead with its late-1993 launch plans for an electronic book with interchangeable cartridges. The company now has over 20 different models of machines, ranging from a \$39 spelling checker to a nearly \$400 encyclopedia. Rebounding from a sluggish 1991, Franklin's first quarter 1992 earnings were 67% higher than the same period last year, say Publishers Weekly. Franklin believes the growth comes from increased consumer awareness and acceptance of the medium. Newly signed agreements with Little, Brown, McGraw-Hill, and publishers of medical reference titles are fortifying Franklin's lead in several niche markets, including medical reference, language reference, and bibles.

- The Voyager Company, a Santa Monica, CA-based software publisher, is enjoying much attention for its Expanded Books, as the company calls them. Current titles on floppy diskette include Douglas Adams' The Hitchhiker's Guide to the Galaxy, Martin Gardners' annotated version of Alice in Wonderland, and Michael Crichton's Jurassic Park. Among the advantages of electronic versions are the ability to compile an index, mark and search text, type notes in margins of the text, change type size, view moving graphics, or even hear sound on an Apple Powerbook or any large-screen Macintosh. Retail prices are between \$20 and \$25.
- Random House and Voyager will introduce ten literary classics of its Modern Library unit on diskette this winter. For the 75th anniversary of the historic imprint, Random House is relaunching the line in hardcover while simultaneously introducing electronic versions with the help of Voyager. The Picture of Dorian Gray and The Invisi-

continued

for texts that will compete with this work? (e.g. 4 years).

5. What are the latest dates of publication of the texts that will compete with you (please give the name of the competing text and its copyright date). If you know the expected date of publication of the next edition of competing texts, please provide that also.

Please return the questionnaire as soon as possible. I'm looking forward to working with you to develop a fair and profitable contract for your creative efforts.

Yours very truly,

Michael R. Lennie