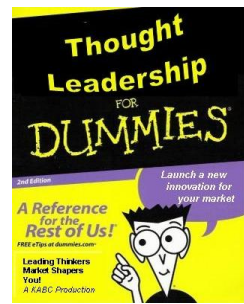


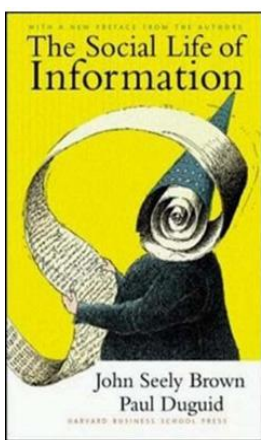
Book in a day



Making Ideas Count

New ideas struggle to be heard – lost in a sea of information and swamped by more powerful voices. To bring new ideas to market their weak signals need to be amplified, integrated and expanded.

The Medium is the Message



Since the advent of the printing press books have played a fundamental role in transmitting knowledge and in catalysing the formation of new communities....

... books lead thinking, record experience, capture knowledge and focus community.

Community Counts

The new web literature is heavy with the successes of Web 2.0 where information forms communities with self producing content around specific topic areas. In the raw this is unmanaged and uncontrolled. In book-in-a-day™, we use the thinking and technologies of the crowd but exploit this creative potential in a managed and focused way.

Assembling the crowd

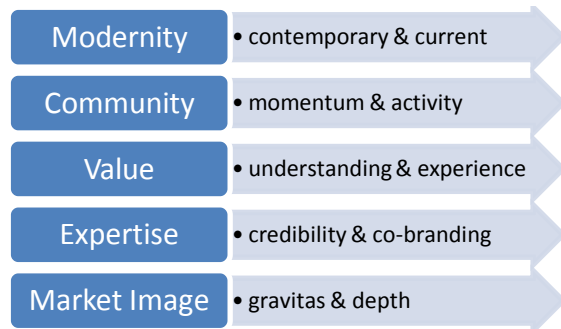
Good content requires more than a mob! It demands careful choice of participants, managing the chemistry of the contributors, clear design of the occasion and expert facilitation of the creative processes. In the hands of experts profound and lasting knowledge can be captured in tangible form.

Capturing the Blend

For organisations looking to bring a new offering to market it is a novel opportunity, at minimal cost, to promote presence and impact. It exploits co-branding; it integrates thought leaders with internal expertise and delivers substantial, tangible and lasting market impact. It expresses capability today and lasting focus to stimulate client & community interest.

Developing a New Image

A book carries a gravitas and image beyond other forms of positioning such as white papers or blogs... reflecting values of ...

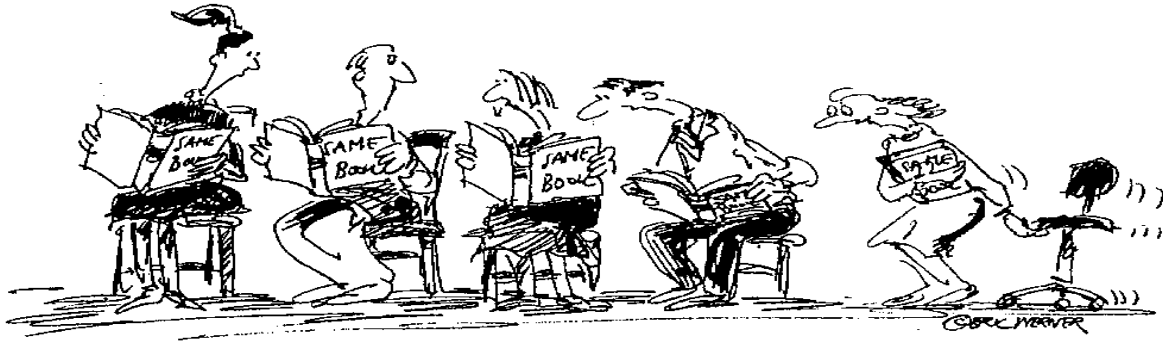


Indicative costs, ownership & copyright

In the past only the boutique consultancies could use books as a route to market: with today's technology and book-in-a-day™ it is an option for others.

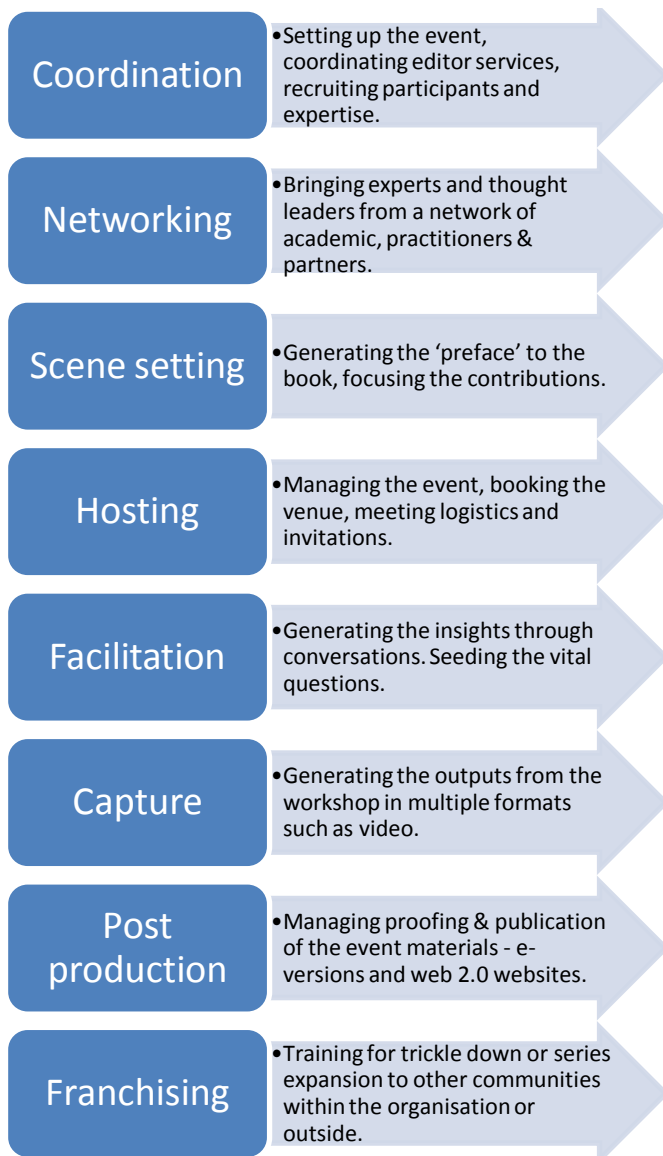
Our network of contemporaries, colleagues, associates and partners will be rewarded for their work. Commercial and copyright arrangements flex between 100% sponsor ownership [the more costly option] to a community product [cheaper but with shared rights].

The organisational outlay from the sponsoring organisation will determine expertise, branding and rights to the finished product.




Book-in-a-day™ Production


Our proven method exploits practical experience in consulting and expertise in technology to manage the stages of...





The finished product: book-in-a-day™


A book has special iconic status and the on-line edition catalyses and galvanises the formation of new community to attract further thinking and contribution.

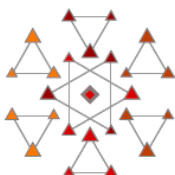
 **For contributors** it maximises the environment for their ideas enabling *co-creation with the minimum of effort*.

 **As a printed book** it makes a tangible *statement to the marketplace that these ideas count* and a permanent statement of thought leadership.

 **As a marketing statement** the format delivers *co-branding by association*. Suitably arranged emergent and commercial authors can be mixed with learned and academic sources. Immediate credibility by association

 **As a focus for a community** the book format can become the standard work and in electronic format can launch the community and sustain later contributions.

 **As motivation and reward** the *kudos of being a published author* remains the oxygen of the academic, the recognition of expertise and can be the hallmark of key contributors.



**The Elliott Partnership
Consultancy**

For more details contact:
Professor Roger James
Computiv Ltd
roger@computiv.net
Tel: 02071930801