

Annual Meeting of Members 2008

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MIKE SHATZKIN



Mike Shatzkin is the Founder and CEO of The Idea Logical Company, Inc. (www.idealog.com), a consulting company based in Manhattan serving book publishers and their trading partners. Shatzkin has been consulting since 1979, and his clients have included virtually all the leading publishing companies in the English-language world as well as trading partners including Ingram, Barnes & Noble and new media companies past (Sprout, SoftBook) and present (NetGalley, SharedBook). Idea Logical developed pioneering work on supply chain management: its Supply Chain Tracker preceded inhouse development of inventory tracking tools at Hachette,

Chronicle, Harcourt and other companies.

“Thought leadership,” expressed through research papers and conferences, is what Shatzkin and Idea Logical are best known for. Shatzkin was Co-Chair of Vista’s “Publishing in the 21st Century Program” in the 1990s, and he organized and chaired the “Publishing 2010” conference at the 2000 London Book Fair and the “Big Questions” Conference at Frankfurt in 2002. In 2007, Shatzkin, working with his longtime UK colleague Mark Bide of Rightscom, captained a project on “Digital Asset Distribution,” delivering critical information to publishers who were about to make their digital distribution decisions. Earlier this year, Shatzkin and Idea Logical teamed with BISG to document the extent of experimentation and innovation in publishing, including compiling and publishing ten case studies of noteworthy experiments.

Shatzkin is a graduate of UCLA and the author of several published books, mostly on baseball. He also operates a web site on baseball history: www.baseballlibrary.com.