

# Experimentation & Innovation

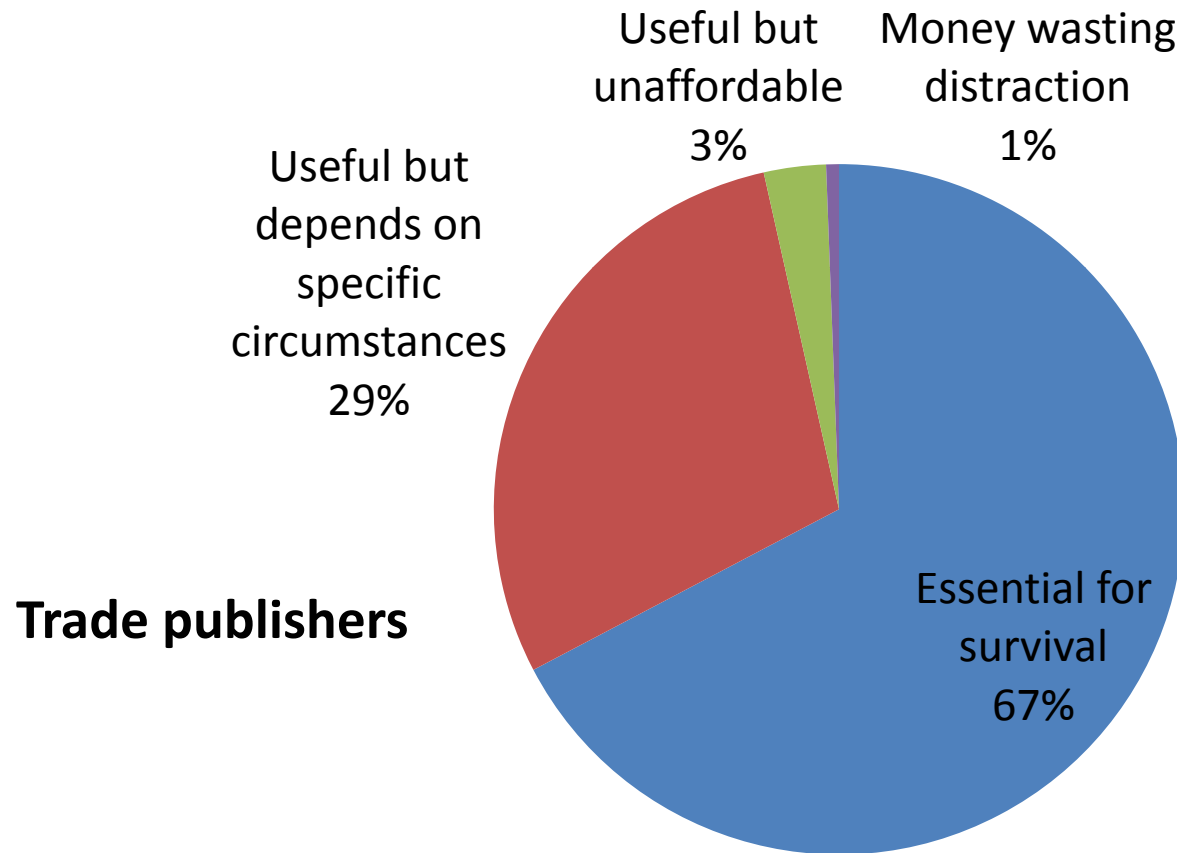
Selected results from the BISG survey

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Mike Shatzkin, The Idea Logical Company  
Michael Healy, Executive Director, Book Industry Study Group

# How important is experimentation?

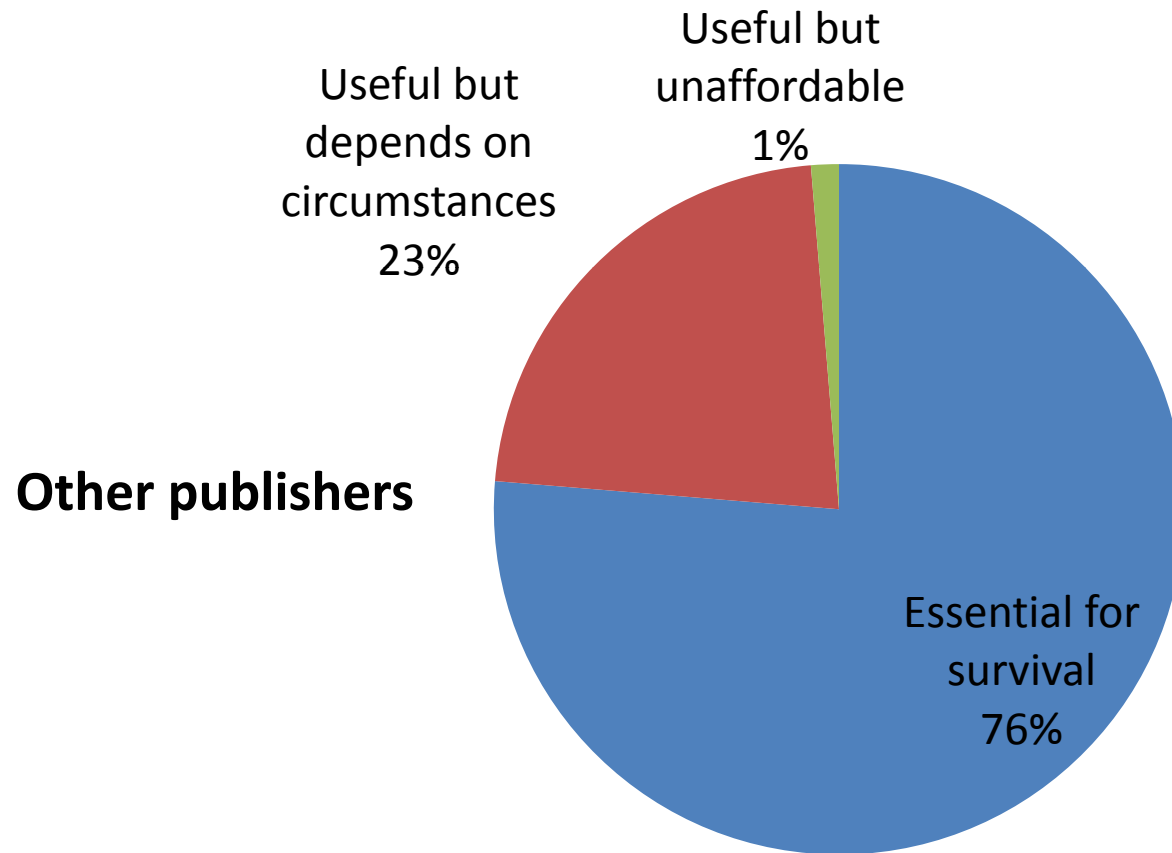
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**Trade publishers**

# How important is experimentation?

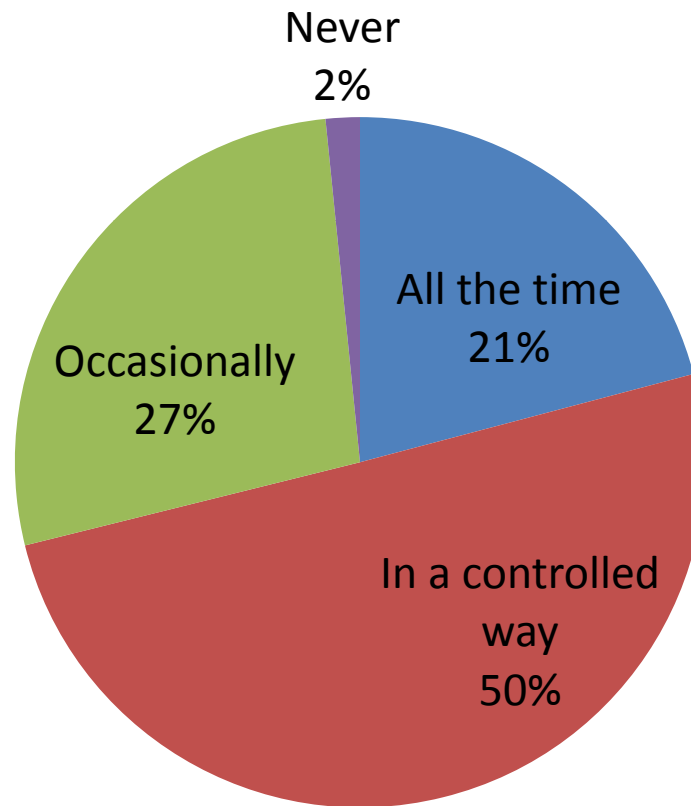
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# Do you experiment?

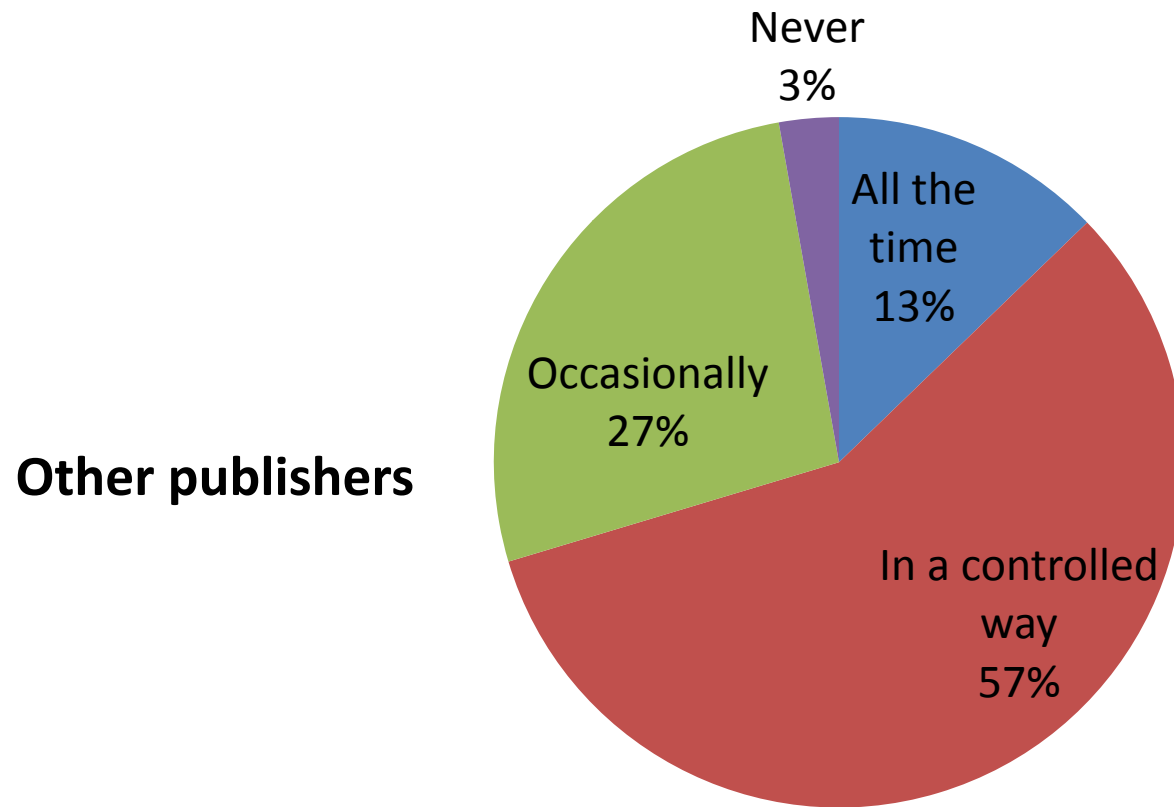
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**Trade publishers**



# Do you experiment?

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# Where do the experiments come from?

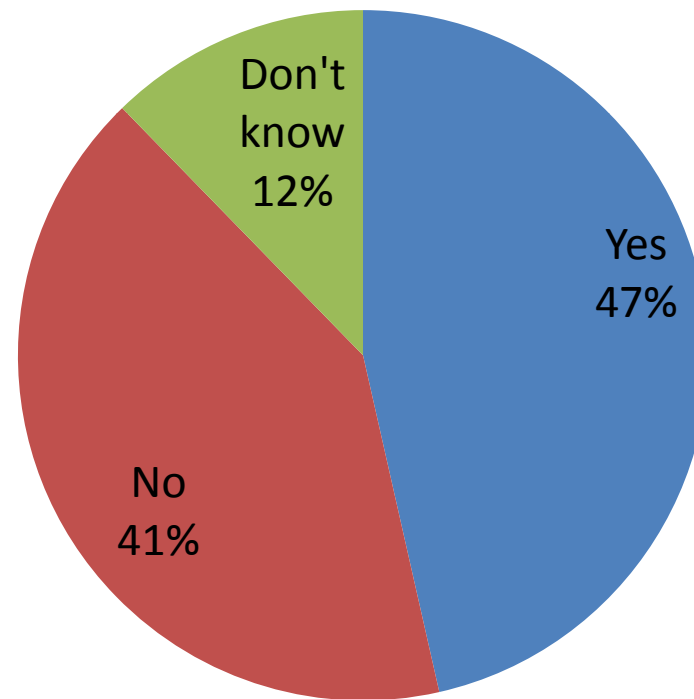
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	Trade	Non-trade
CEO & top management	58.2%	60.0%
Dedicated R&D function	7.6%	14.7%
Individual managers	45.9%	52.0%
From anyone & anywhere	53.5%	53.3%

# Resources for experimentation

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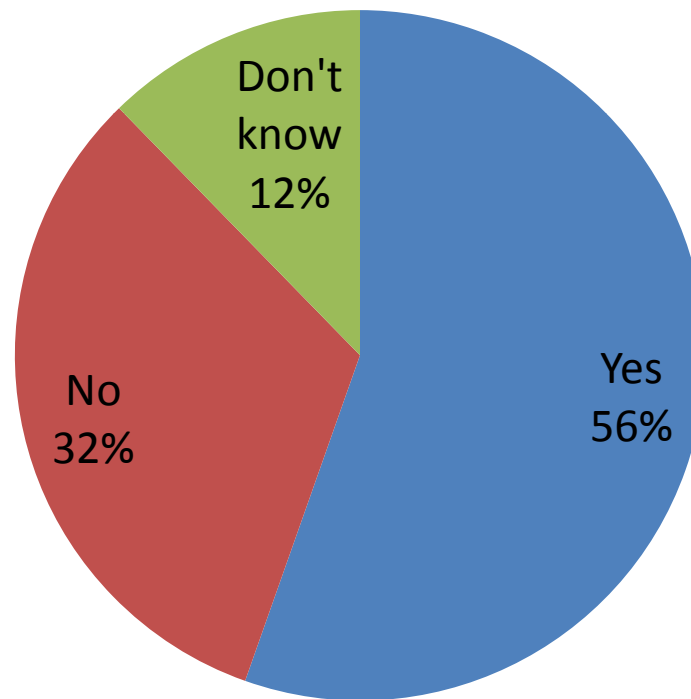
**Do you dedicate staff & budget to R&D? (Trade)**



# Resources for experimentation

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**Do you dedicate staff & budget to R&D?(Non-trade)**



# What is the focus of experimentation?

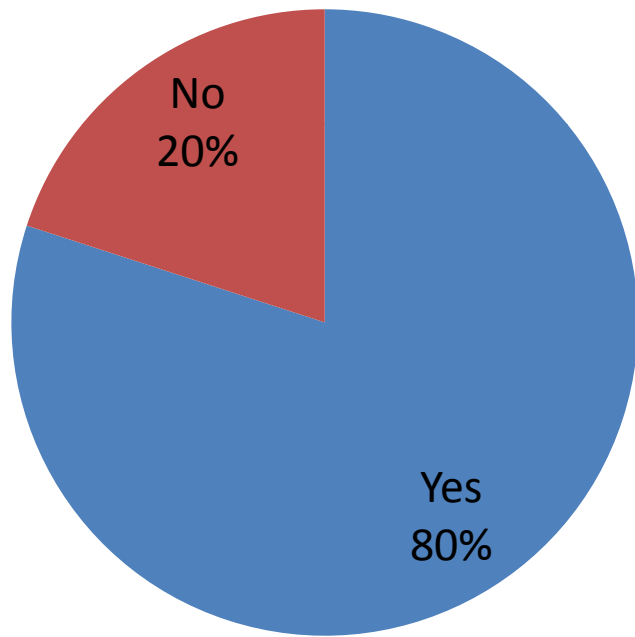
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	Trade	Non-trade
New products	68.6%	76.9%
Pricing	49.4%	58.5%
New markets	65.4%	61.5%
New sales channels	78.2%	76.9%
New marketing techniques	78.8%	73.8%
New technologies	36.5%	38.5%
Web initiatives	85.3%	84.6%
New work methods	49.4%	63.1%

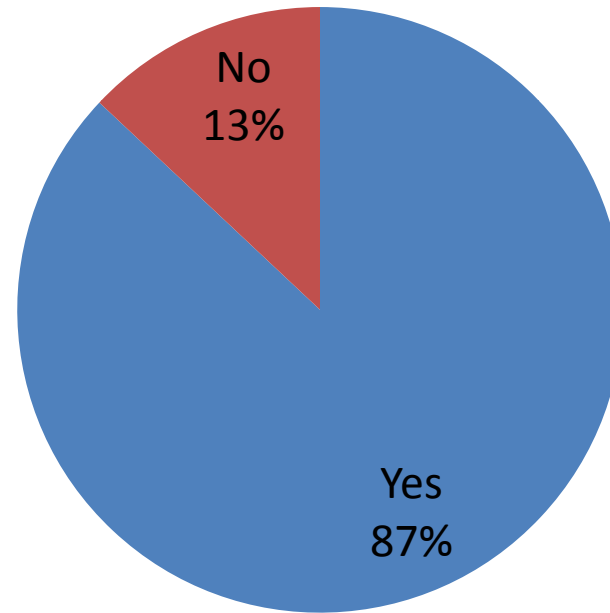
# Have experiments changed things?

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**Trade publishers**

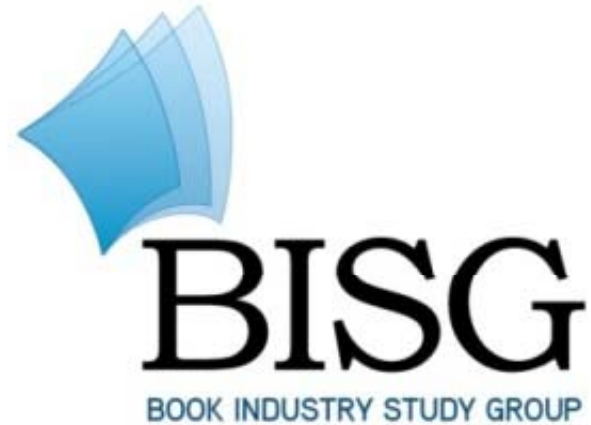


**Non-trade publishers**



Thank you.

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## Selected results from the BISG survey

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