

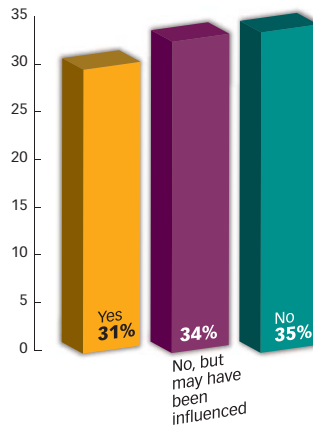
Reasons why a consumer acquires an e-book

Debate continues on whether giving away promotional e-books or chapters encourages or cannibalizes sales. This survey found evidence that giving some portion of an e-book away actually stimulates purchasing: 65% of respondents said that receiving some free e-book material resulted in a purchase.

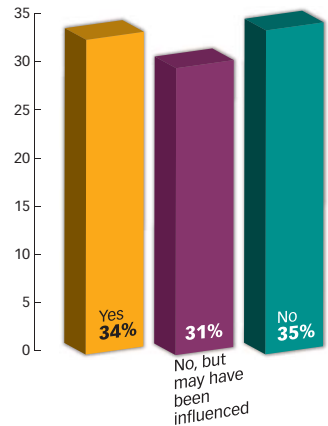
Reviews, both online and in print, were also influential in getting a consumer to purchase an e-book. Print ads and online recommendations were less effective drivers of purchases.

The graphs on this page represent issues that might influence the decision to purchase an e-book, and the extent to which each did according to survey results.

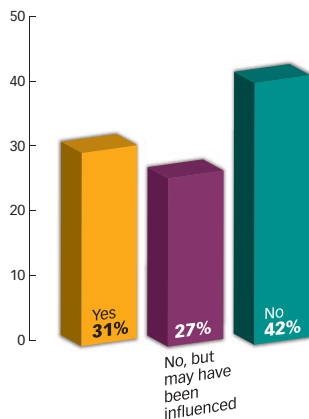
Receive a free/promotional e-book by same author



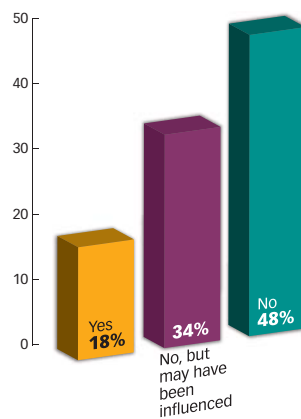
Receive a free/promotional sample chapter



View an online ad



View a print ad



Personalized recommendation from social networking site (Facebook, Twitter, etc.)

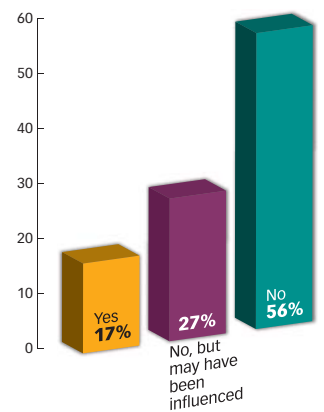
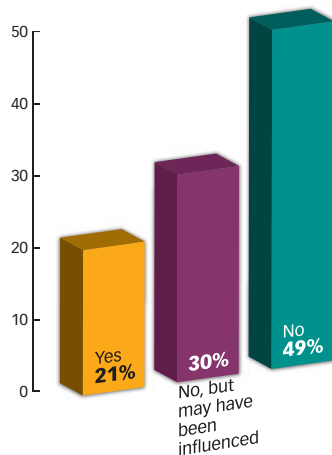
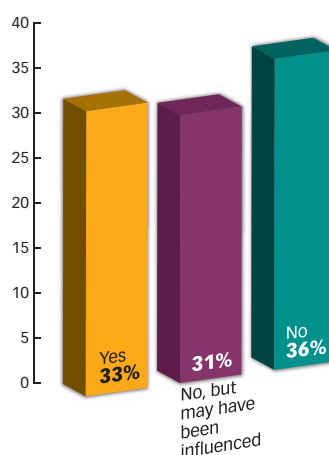


Table 2

Online recommendation from non-social networking site



Online book review



Print review

