

The amazing print/ebook/audiobook combo

A great way to distribute ebooks and audiobooks

There are two main reasons for the print/ebook/audiobook combo concept:

1. To supply the ebook or audiobook (or both), free of charge, to the buyer of the printed book. Many people like to have a print book at home and an ebook for traveling, or an audiobook they can listen to in the car.
2. Book distributors sometimes meet with “I only read ebooks” or “I don’t have time to read books. Do you have this as an audiobook?” Devotees can now distribute ebooks and audiobooks along with print books in one go at no additional cost to the temples or to the person buying the book.

Anyone who buys a print book gets the ebook and/or the audiobook (if it’s available for the title) free of charge. Book distributors tell us they love this concept. In one swoop they can reach the entire spectrum of readers no matter what kind of a reading experience someone wants – on paper, on an ebook reader or computer, tablet, mobile phone, or played over a car stereo.

And if people say, “What am I going to do with a print book after I get my preferred version of it?” the book distributor can

suggest that they put it on their bookshelf for future reading, donate it to a prison or library, or wrap it up nicely and give it to a friend or family member as a gift.

We would love to hear from you. If you have ideas how to expand or improve this concept, please contact us at ideas@bbt.se.



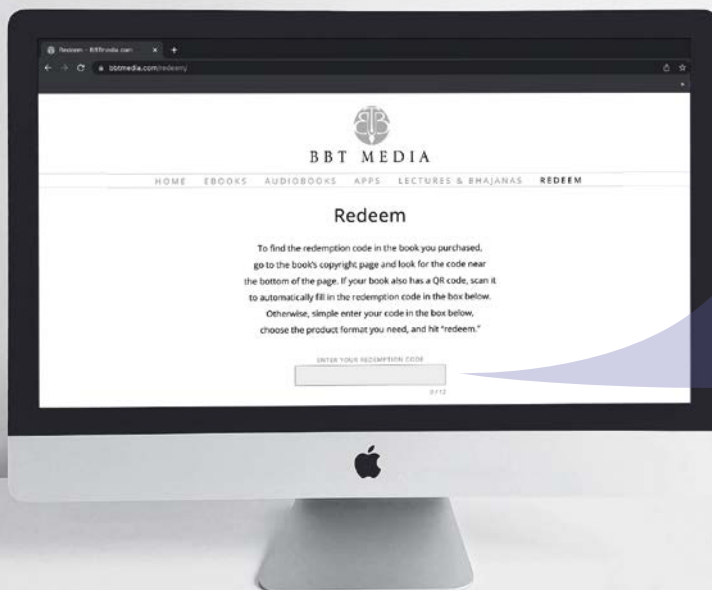
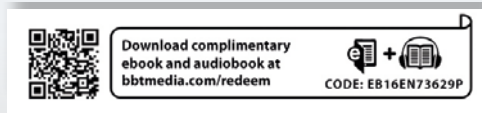
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