



Introduction for Dan Poynter

Dan is an **early adopter** of new technology and a **pioneer** of new techniques. He has always been on the **leading edge** of our industry.

- He wrote the **first** book on hang gliding in 1973
- And the **first** book on word processors in 1981.
- He published the **first** laser-typeset book in 1981.
- He was the **first** to send a galley to *Publishers Weekly* electronically in 1983.
- He **embraced** the fax in the early days.
- He **pioneered** fax-on demand and used it to sell reports.
- He has been selling **downloadable** reports from his Web site since 1996.
- He has been turning his **printed** books into **eBooks, audiobooks, large-print books** and more—for years.

Today, Dan will share with us how to **wring more value** out of our books.

It gives me great pleasure to introduce
“Mr. Publishing” . . . **Dan Poynter.**