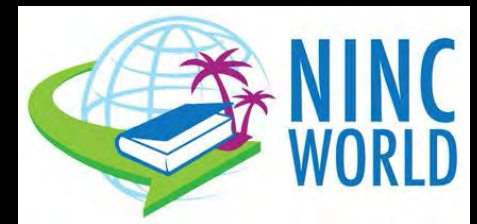


When US & UK Publication Dates are Staggered *The Staggering Truth!*

Thad McIlroy
The Future of Publishing



The Truth about Staggering

- The staggering of U.S. and U.K. pub dates is hurting sales
- Staggering is typically 6 months
- Because book buying is often impulse-based,
- People won't wait 6 months to buy a book they want now

Publishers Have Lost Control

- They can no longer control who *talks* about a book, nor *when* they talk
- Though they still control *where and when* you can buy it through e-bookstores
- Authors need to talk to their agents and publishers about changing this obsolete practice

It All Started in the Guardian

The image shows a screenshot of a Guardian article and an interactive app interface. The article is titled "Why you need an app to understand my novel" by Iain Pears, discussing his complex novel Arcadia. The app interface, titled "The Policeman's Tale", displays a network of interconnected story strands represented by colored lines and nodes. The strands include: Lytten Cycles, First Bite, Pork Chops, Detective Committee, Fresh Air, Scaling Up, Now What?, Plugging Holes, Frontal Assault, and Misunderstood. A caption at the bottom reads: "A screenshot from Iain Pears's Arcadia".

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Fiction

Why you need an app to understand my novel

Iain Pears has always written complex books - his latest, Arcadia, has 10 separate story strands. To make his readers' lives easier, he turned to interactive technology

The Policeman's Tale

Lytten Cycles

Pork Chops

First Bite

Detective Committee

Fresh Air

Scaling Up

Now What?

Plugging Holes

Frontal Assault

Misunderstood

mories

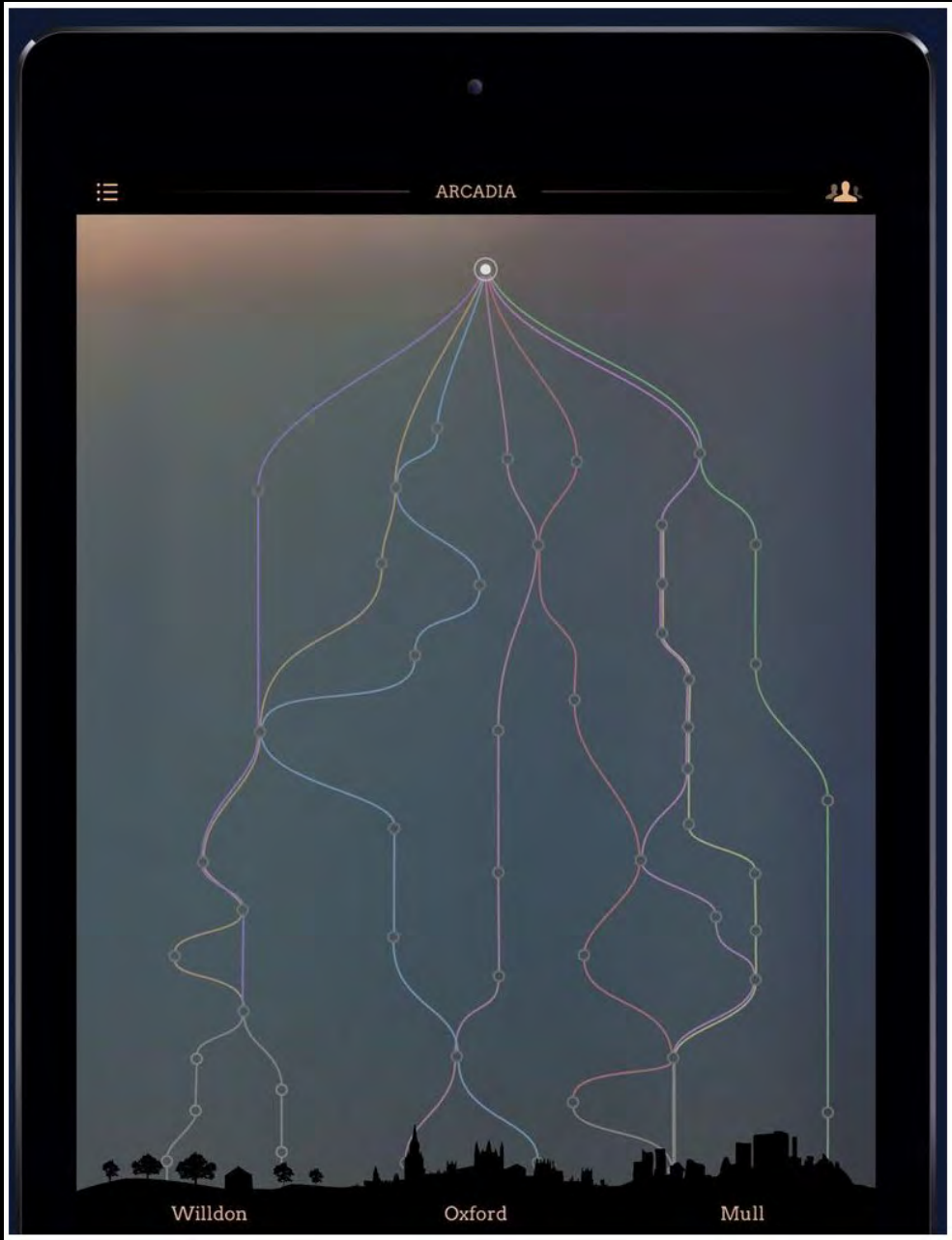
A screenshot from Iain Pears's Arcadia

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ARCADIA
IAIN PEARLS

Bestselling author of *An Instance of the Fingerpost*



Arcadia by Iain Pears

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By Touchpress Limited

Open iTunes to buy and download apps.



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This app is designed for both iPhone and iPad

Free

Category Books
Updated: Aug 20, 2013
Version: 1.0.1
Size: 15.2 MB
Language: English
Seller: Touchpress Limited
© Touchpress Ltd
Rated 12+ for the following:
Infrequent/Mild Alcohol,
Tobacco, or Drug Use or
References
Infrequent/Mild Realistic
Violence

Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

Current Version
★★★★ 16 Ratings
All Versions:
★★★★ 16 Ratings

Top In-App Purchases

1. Arcadia Complete ... \$3.99

More by Touchpress Limited



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Description

Three interlocking worlds.

Ten characters looking for answers.

[Touchpress Limited Web Site](#) > [Arcadia by Iain Pears Support](#) >

[...More](#)

What's New in Version 1.0.1

Thank you for upgrading to 1.0.1. We've been working hard to improve the user experience and have fixed some small bugs.

[...More](#)

Screenshots

iPhone | iPad



Customer Reviews

Absolutely Fantastic!!! ★★★★★
by Personwholikespizza

This is by far the best book I have ever read!! It's not only a book, but a map of adventures. really. Each of the ten characters has a completely different story, all leading completely different lives, until they all end up nowhere near where they started, yet all together in the same place. Every character has their own book and set of chapters,



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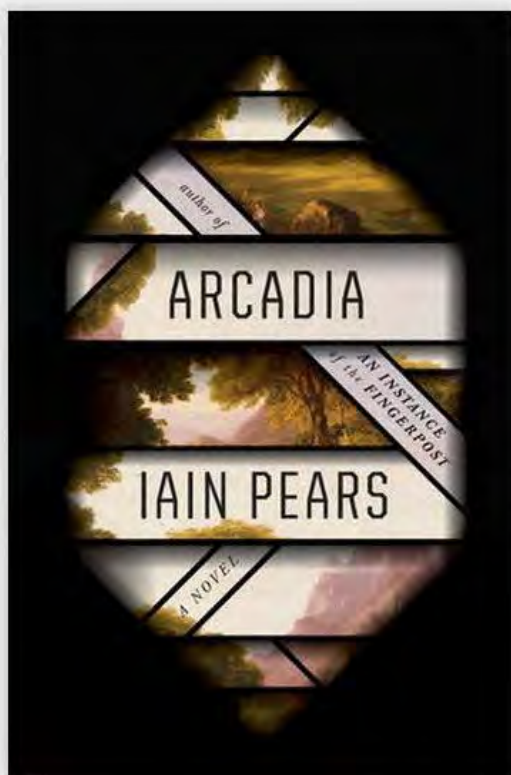
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Arcadia

A NOVEL

By **IAIN PEARS**

Category: **Literary Fiction** | **Fantasy**

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Hardcover

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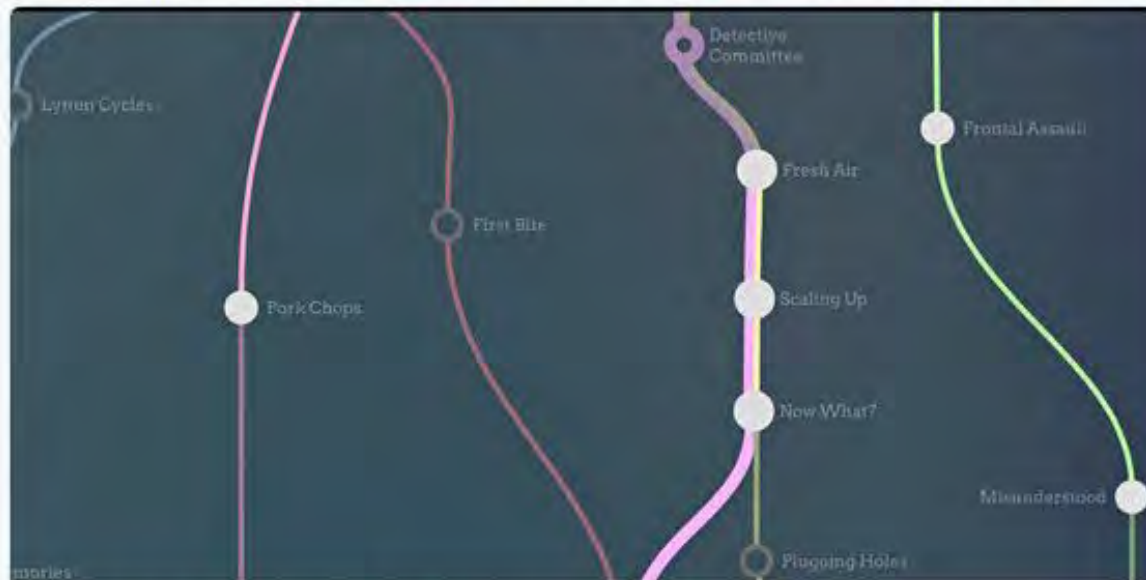
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Thad McIlroy @ThadMcIlroy · Aug 22

Iain Pears complex novel, **Arcadia**, has 10 separate story strands: "Why you need an app to understand my novel" theguardian.com/books/2015/aug...



Why you need an app to understand my novel

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WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

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Looking to the Future of Narrative

POSTED BY JOSEPH ESPOSITO · SEP 2, 2015 · 35 COMMENTS

FILED UNDER CDS, IAIN PEARS, JOHN BARTH, JULIO CORTAZAR, NAPSTER

The novelist Iain Pears has just published a [fascinating column in the Guardian](#) entitled “Why You Need an App to Understand My Novel.” Readers familiar with Pears’s earlier work (*An Instance of the Fingerpost*, *Scipio’s Dream*; he also is the author of the Jonathan Argyll art history mysteries) have come to expect a degree of experimentation with how stories are put together. His latest novel, *Arcadia*, with its ten different narrative strands, pushes experimentation further—so far, in fact, that Pears came up against the limitations of the printed page.





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[The Future of Narrative \(Scholarly Kitchen\)](#)

Joseph Esposito reflects on [Iain Pears's recent piece in the *Guardian*](#) which detailed his decision to integrate his new novel with an app. "When you look beyond the journals world, what is striking is not how extensive digital inroads are but how they stop at the wilderness of print," Esposito writes. He continues: "What Pears's comments make us see is that there is no reason to publish in digital form unless that form does something that print cannot."

Iain Pears' Arcadia app review



By Chris Barraclough

SUNDAY, 23RD AUGUST 2015

APPS

A Landscape

Imagine a landscape. Bathed in sunshine, sweet-smelling from the gentle shower that fell overnight then stopped as dawn broke. A dense grove of holm oak stands at the foot of a hill, damp with the drops of soft-sounding water which leave the ground moist but firm underfoot. In the distance a sliver of water, bright and glittering, reflects the brightness of the sky. The wide river is of a blue so translucent that it is almost indistinguishable from the heavens above. Only the vegetation marks the division between the fields and the range of low-lying hills beyond. It is warm now, there is not a cloud to be seen.

Arrival

Swipe left or right above to choose a different tale.



Professor Jenkins

The Young Girl's Tale

Rosie liked Professor Lytten, although she knew she shouldn't call him that. 'Not a professor, my dear,' he would say gently, 'merely a fellow, toiling in the undergrowth of scholarship.' But he looked and talked as if he were one. If only her teachers at school were a little bit more like him, she was sure she would enjoy being educated so much more. Instead, she had the prospect of Sunday morning preparing for a spelling test, with her parents muttering in the background. 'Don't know why you bother with that.' And grammar. She hated grammar. 'Never say "can I be excused", the teacher had thundered at her only the other day. She had had to stand on one leg in agony as the impromptu lesson progressed. 'We know you can, Wilson. That is obvious just from looking at you. But may you be? That depends. You are asking my permission, not enquiring about your capabilities.'

'But Miss... ' she had interrupted desperately.

'Never start a sentence with "But". It is a conjunction, and in that position joins nothing. It is an error of the

We review Iain Pears' Arcadia for iOS, an app version of the British

School Library Journal®

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Iain Pears's Multilayered "Arcadia" | Touch and Go

By [Daryl Grabarek](#) on  September 2, 2015

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With no desire to thrust himself "into the vanguard of digital innovation," Iain Pears nonetheless finds himself there with publication of *Arcadia*. [Pears notes](#), "...I undertook the project because I had reached the limit of my storytelling in book form and needed some new tools to get me to the next stage." His aim: to bypass "the limits of the classic linear structure," to build a story with many strands, each one complete in itself, but enhanced "when mingled with others."



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arcadia by iain pears



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[Why you need an app to understand my novel - The Guardian](#)

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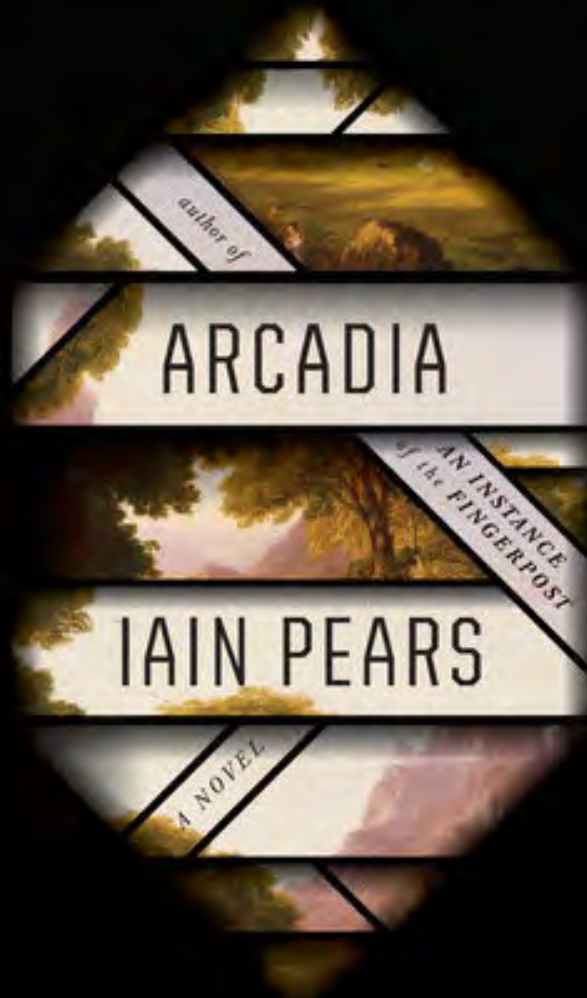
Sep 11, 2015 - **Pears's** fictional author, a 1960s Oxford don, belongs to a group that used to include CS Lewis and Tolkien. Photograph: Getty Images.

IV



ARCADIA
IAIN PEARS

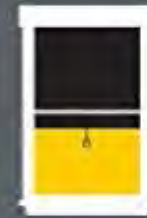
Bestselling author of *An Instance of the Fingerpost*





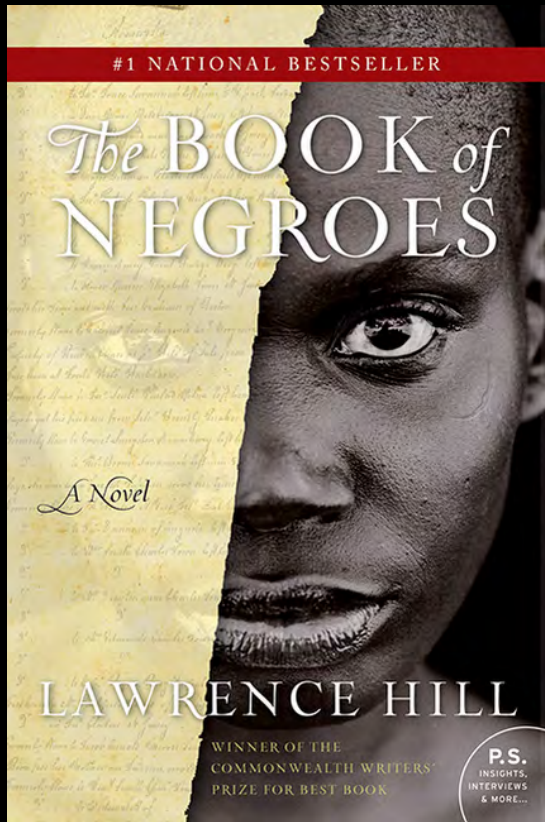
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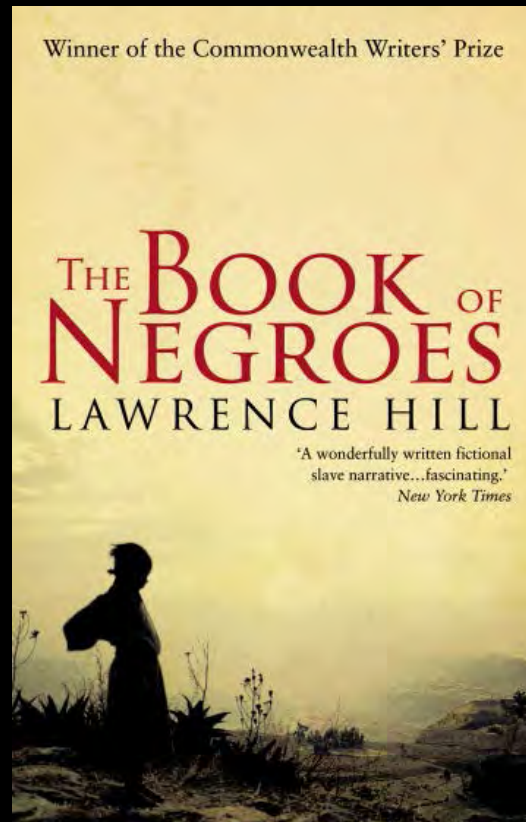


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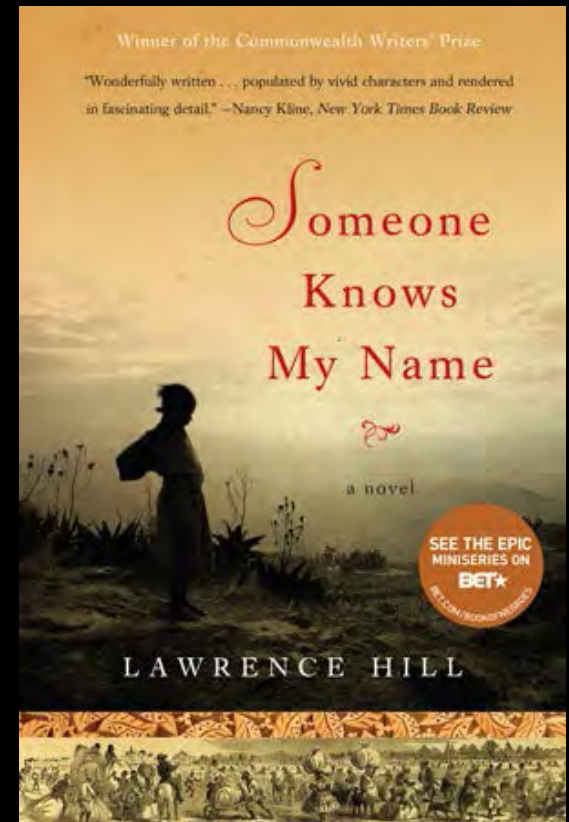
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In Summary

Staggering U.S. and U.K. publication dates is hurting book sales

- You can no longer control who *talks* about your book, nor when
- You can no longer control who sees reviews & mentions
- Talk to your publisher about thinking globally

Thad McIlroy

The Future of Publishing

thad@thefutureofpublishing.com