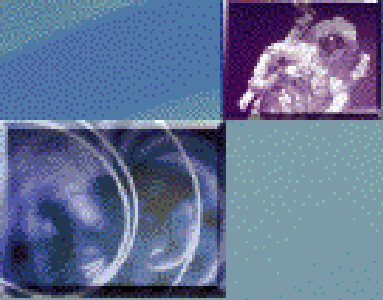




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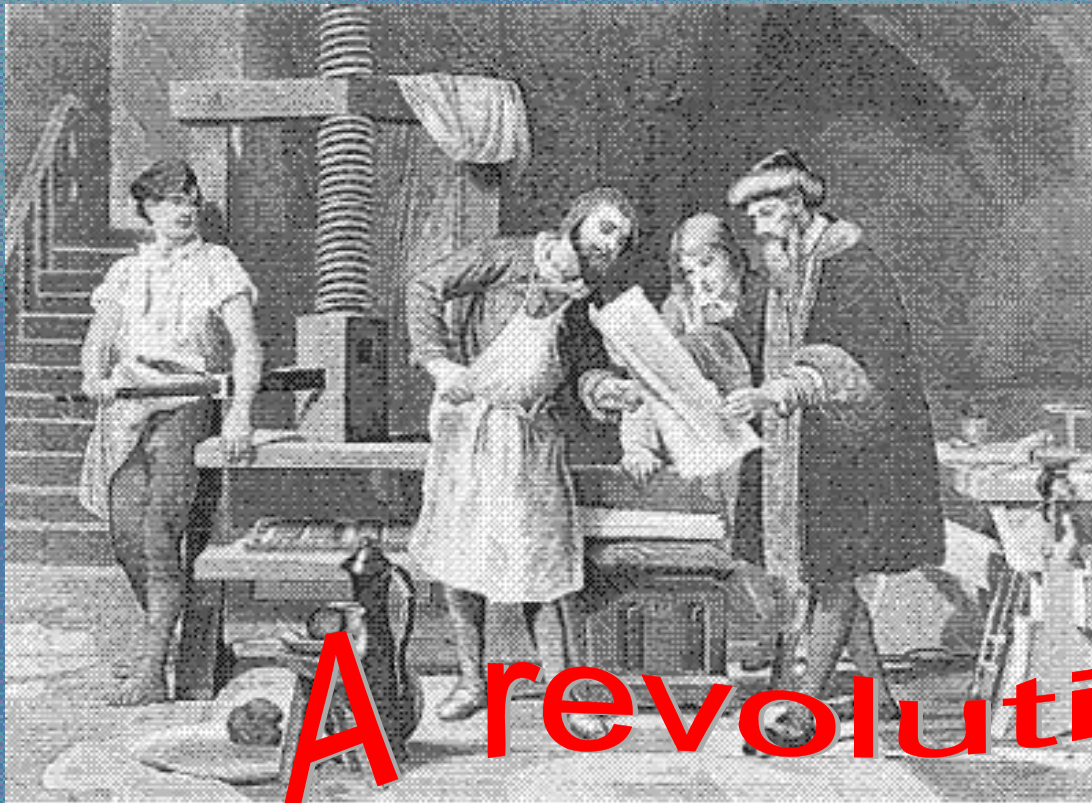


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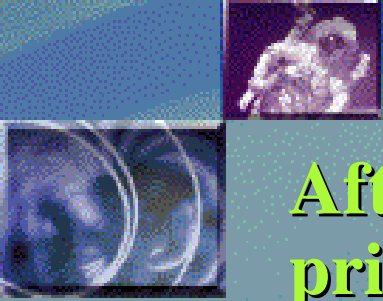
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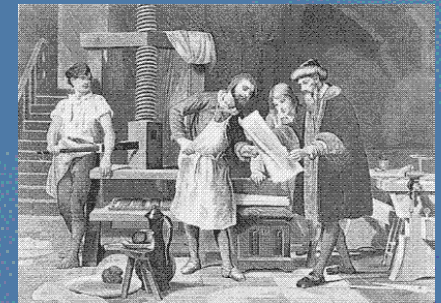
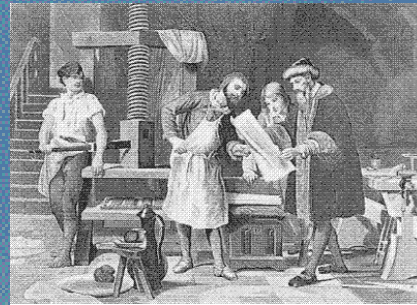
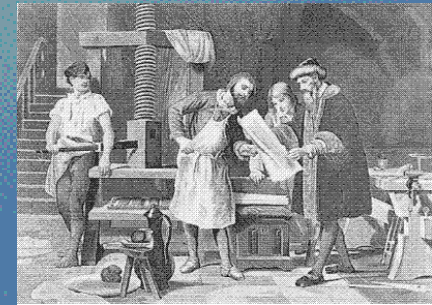
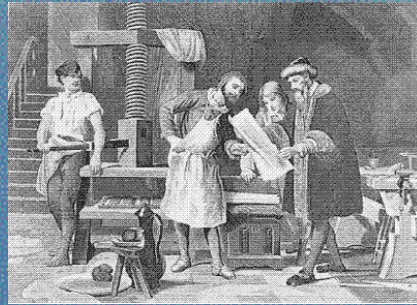
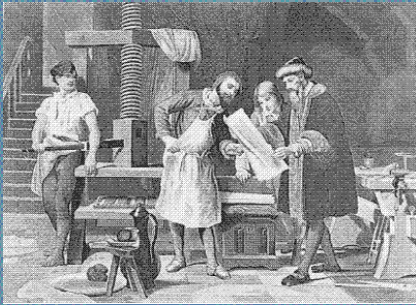
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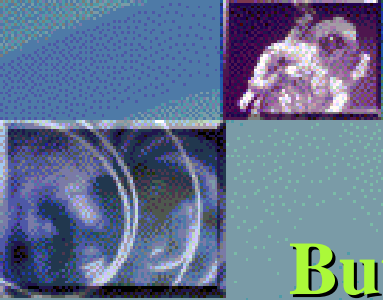


A revolution



After 1437 quick development of
printing and publishing houses
(cf. Internet companies)



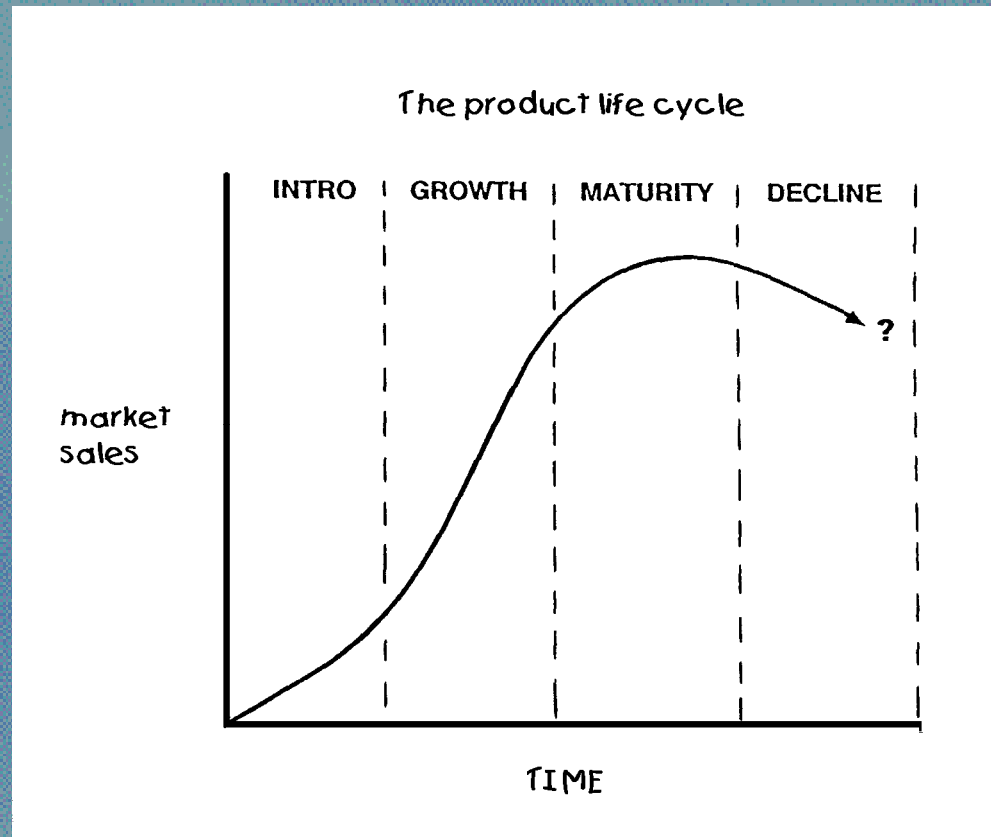


But in 1500.....

- Total market
 - 35,000 different book titles
 - total volume of 10,000,000 copies
- Doom scenario becomes popular
 - “market is just a replacement market”
 - investors nervous about printing press industry

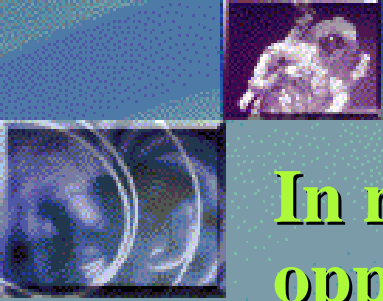


Why were investors depressed in 1500?



The S-curve



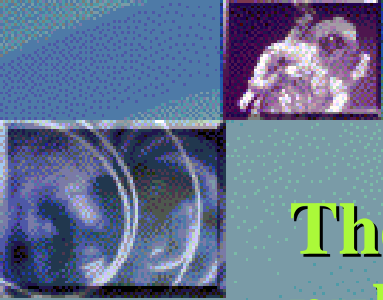


In reality: new developments, new opportunities and thus new S-curves



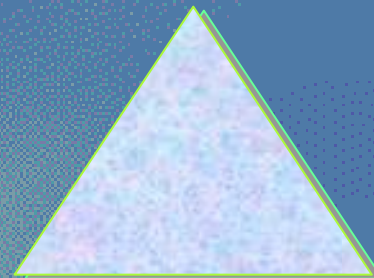
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scholarly publications (after
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magazines
internet etc.

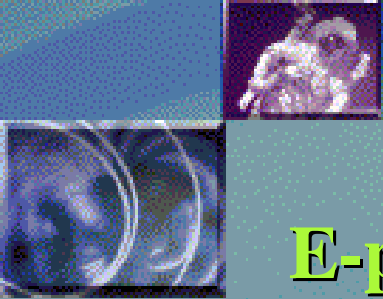




The latest revolution: electronic publishing = a new set of S-curves

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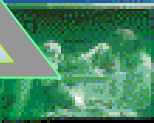
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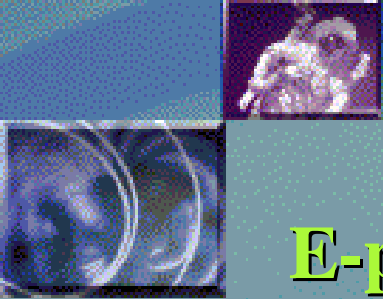
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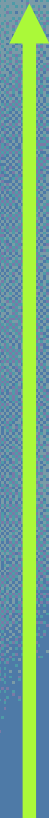
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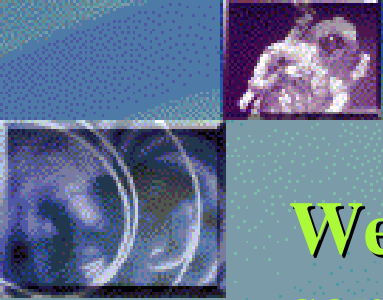
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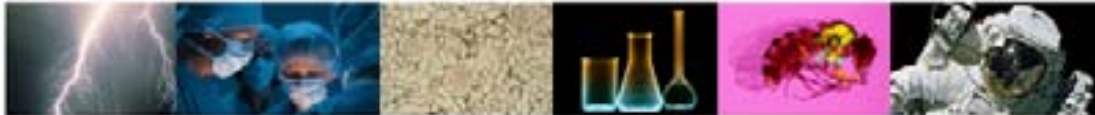
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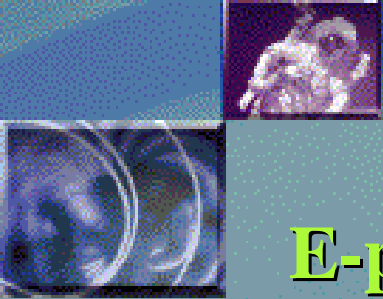
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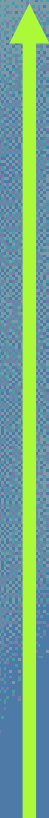


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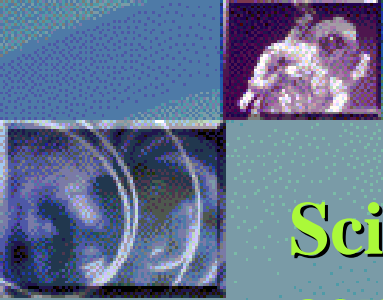
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Acknowledgements

This work was supported by a grant to R. Adamec from the Canadian Institutes of Health Research (CIHR) grant MT-7022. The technical assistance of Paul Burton is gratefully acknowledged. Thanks as well to J. Blundell for her critical reading of the manuscript.

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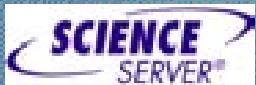
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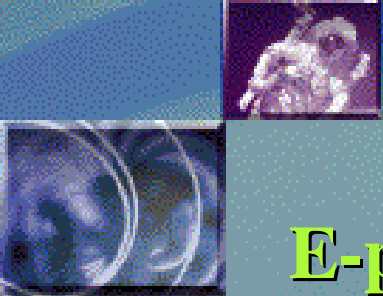
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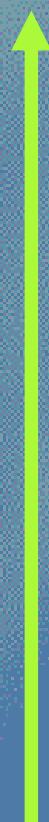
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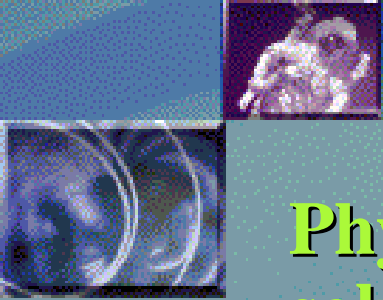
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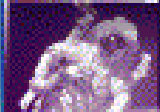
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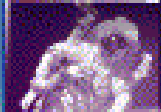
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A. Martinez-Ruiz^{b, a}, J. Valenzuela-Benavides^{a, c}, L. Morales de la Garza^c and N. Batina^d

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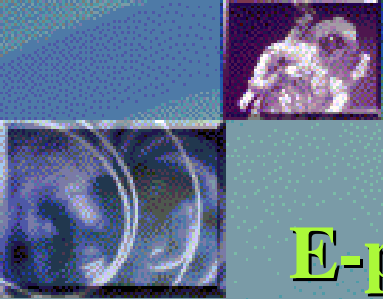
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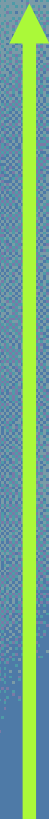
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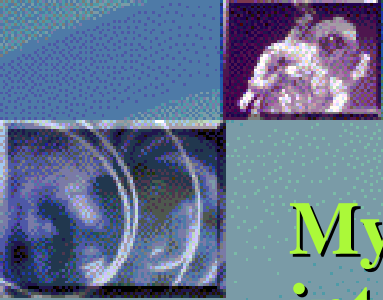
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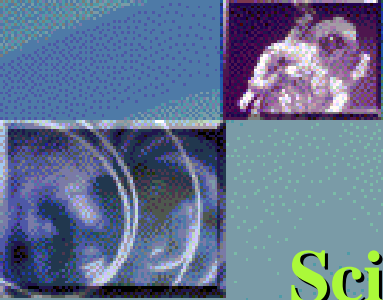




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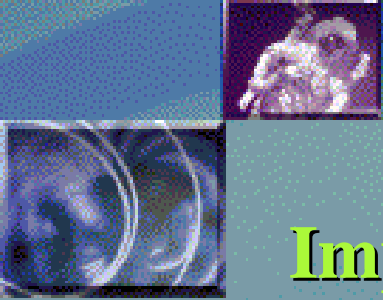




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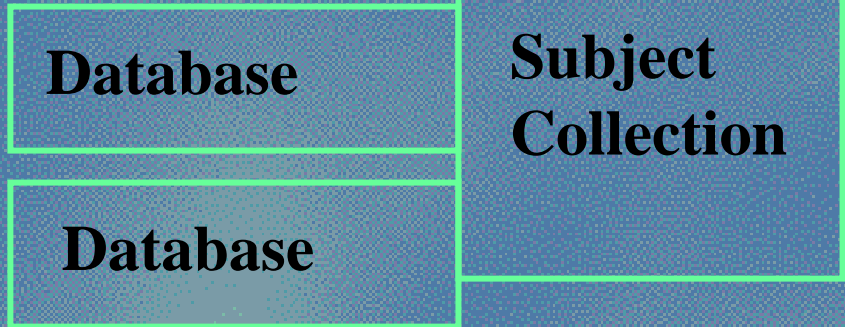
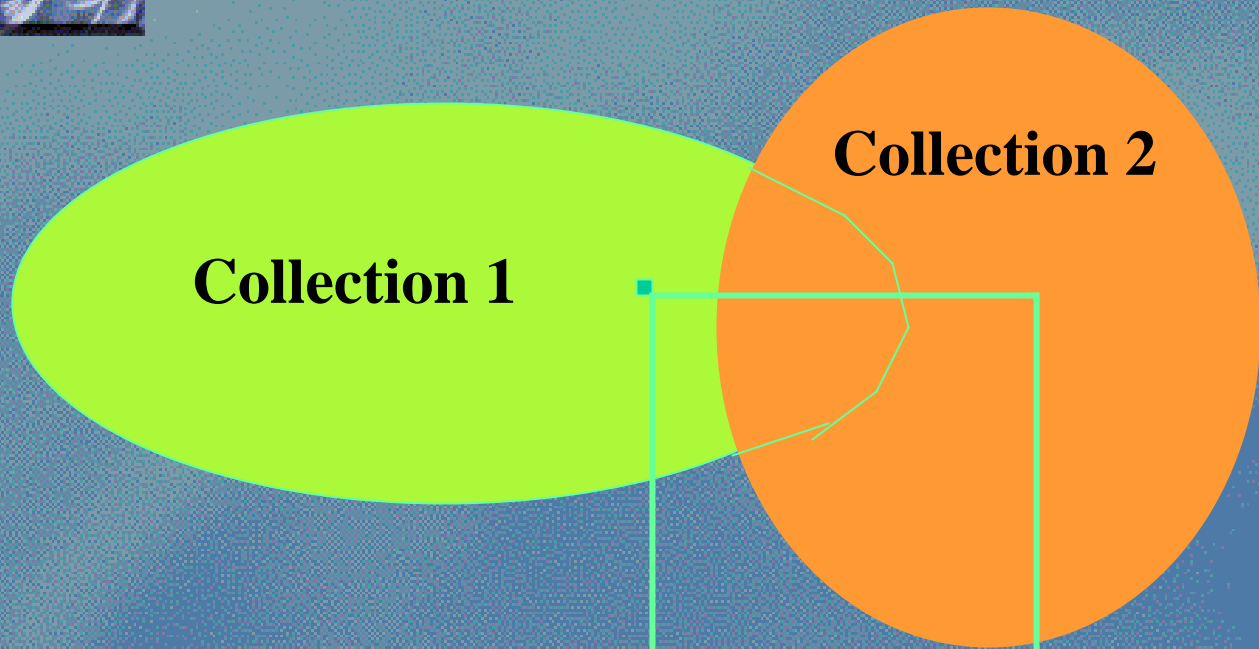
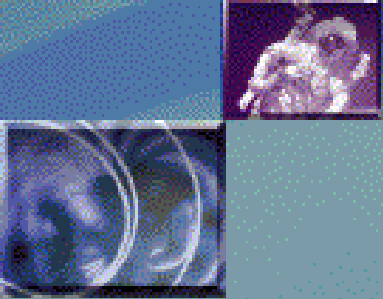
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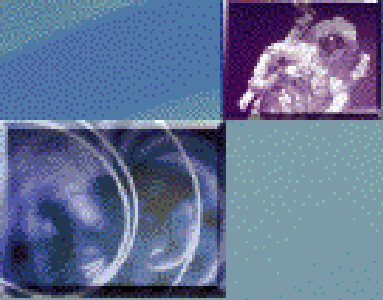
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