



# Beyond the Book®



## Giving it Away: Free Lunch or Unrealized Opportunity?



Thursday, May 31, 2007

3:00 – 4:00pm

Jacob Javits Center, New York City

Location - 1E06

### PANELISTS



**Chris Anderson** was named in April 2007 to the “Time 100,” the newsmagazine’s list of the 100 men and women whose power, talent or moral example is transforming the world. He is Editor-in-Chief of *Wired* magazine, a position he took in 2001, and he has led the magazine to five National Magazine Award nominations, winning the prestigious top prize for General Excellence in 2005 and 2007. He is the author of the *New York Times* best-seller *The Long Tail*, which is based on an influential 2004 article published in *Wired*, and runs a blog on the subject at [www.thelongtail.com](http://www.thelongtail.com). Previously, he was at *The Economist*, where he served as US Business Editor, Asia Business Editor; and Technology Editor. He started *The Economist’s* Internet coverage in 1994 and directed its initial web strategy. Anderson’s media career began at the two premier science journals, *Nature* and *Science*, where he served in several editorial capacities.



**David Langevin** is vice president and director of Electronic Markets for Houghton Mifflin Company’s Trade & Reference Division. In this role, he has created millions of dollars in revenue from licensing content in electronic formats, while upholding HMC’s commitment to innovation in order to satisfy the lifelong need to learn and be entertained. He’s ever searching for good business opportunities in various global electronic channels, including educational and children’s software, on-line library database, consumer electronic, mobile, web reference and search. His business partners include, Yahoo, EBSCO Information Services, Seiko Instruments, AOL, Bloomberg, Mobifusion, Scholastic, netLibrary, IBM, Royal Consumer Information, Comet Electronics, Answers.com, Amazon.com, Proquest Information and Learning, Ask.com, Thomson Gale and Google among others.



**Benjamin Wolin** is the co-founder and CEO of Waterfront Media, a leading online subscription-based publisher of self-help products including the #1 *New York Times* best-seller *The South Beach Diet™*. Waterfront Media currently boasts 300,000 paid subscribers. More than 4.4 million people receive newsletters from Waterfront’s leading authorities. Wolin oversees Waterfront Media’s operations, finance, contracts, technology, and product development. Prior to founding Waterfront Media, Wolin served as the Vice President of Production & Technology for Beliefnet, Inc. As Beliefnet’s first employee, Wolin was responsible for product development, Beliefnet’s technology infrastructure, and day-to-day operations of the site. In addition to Beliefnet, Wolin built and managed sites for PBS, Tribune Interactive, Warner Bros, and A&E.

### MODERATOR



**Christopher Kenneally** is Director, Author & Creator Relations, at Copyright Clearance Center. Author of *Massachusetts 101*, Kenneally has reported on education, business, travel, culture and technology for *The New York Times*, *Boston Globe*, *Los Angeles Times*, *The Independent of London*, and many other leading publications. He has also reported for WBUR-FM (Boston), National Public Radio and WGBH-TV (Boston).

Copyright Clearance Center, as the world’s largest not-for-profit provider of copyright compliance solutions, supports the principles of copyright and promotes respect for intellectual property through a wide range of innovative permissions services and educational programs for authors, publishers, and their audiences in academia, business and research institutions. Our **Beyond the Book** program explores issues facing the information content industry and helps creative professionals realize the full potential of their works — from initial research to final publication and beyond.