

# Future of the Book, What's Up/Down

## *A Futurist's Take of the Publishing Industry*

**CHANDLER, Az** – Mar. 10, 2010 – Economic Futurist, Joan Foltz, will address the future challenges to preserving the physical book as technology companies continue to invade the traditional book publishing world to the Arizona Book Publishing Association on March 31. The future business world of publishing is dependent on two key players, the leading publisher and the top bookseller, which are testing what could be a tipping point for the industry.

Will the book publishing industry heed learn lessons from the music and movie industries? Hear her insights on what and where to watch for signals of changes to the business model, and how publishers can position themselves in this rapidly changing field. The lunch program "What's Up/Down with the Publishing Industry?" will be held from 11:30 a.m. to 1:00 p.m. at the Radisson Hotel Phoenix Airport North, 427 N. 44<sup>th</sup> St., Phoenix, AZ 85008.

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### **About Joan Foltz**

Joan Foltz is founder of Alsek Research and publisher of *Edgy Economics*, a newsletter analyzing underlying drivers of the global stock markets. As a practicing futurist holding an M.S. in Futures Studies, she is also a partner of Shaping Tomorrow, a regular speaker at the World Future Society annual conferences, and a professional member of the Association of Professional Futurists and the World Future Studies Federation.

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