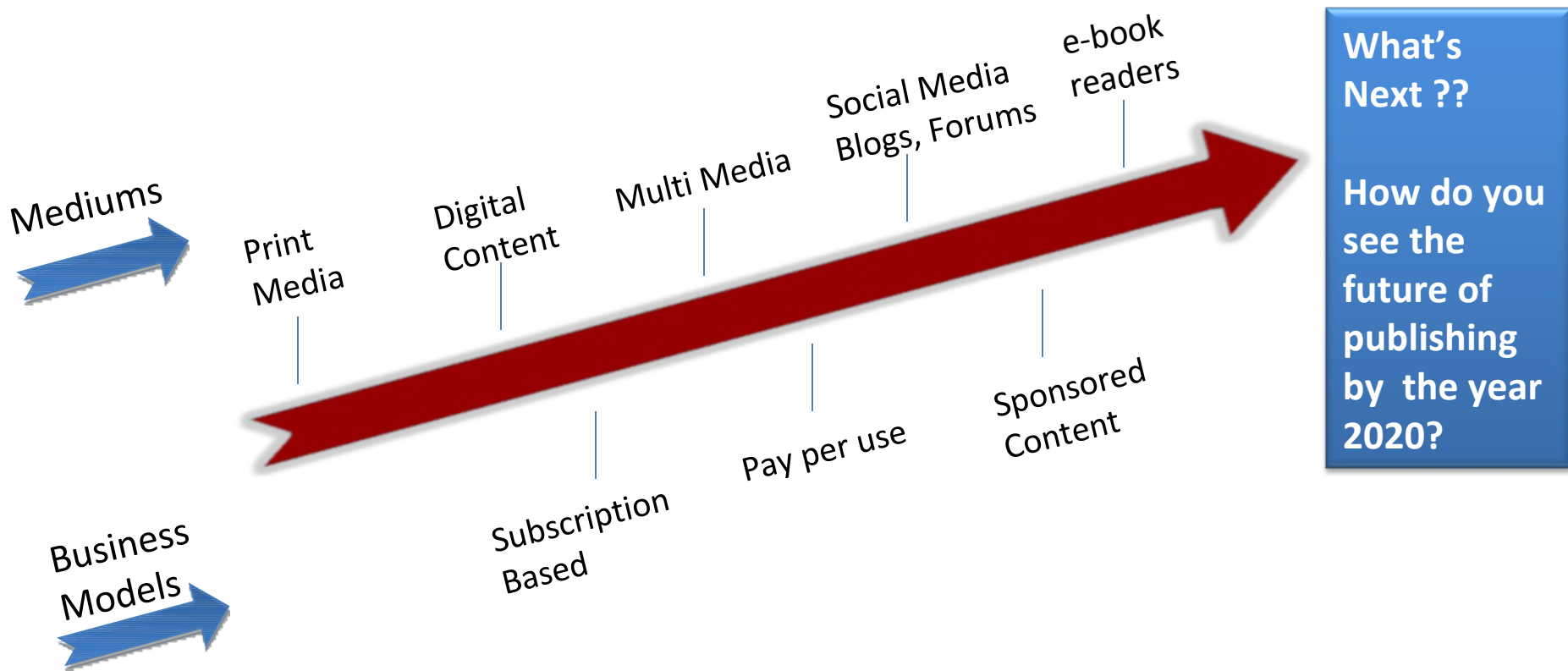


Case 1: Publishing industry



Convergence is the mantra



What's Next ??

How do you see the future of publishing by the year 2020?

Challenges include coping with dwindling customer loyalty, online piracy issues, finding new sources of revenue