



# Is the book dead? Yes, No, Maybe?

**As a Federal agency publisher in a time of change, are you wondering:**

- Whether to spend your budget on print versus digital media?
- If you should be doing print, eBooks – or both?
- How the private sector is coping with these radical changes in publishing?

**Find out how a leading commercial publisher sees it!**

The Federal Working Group for New Media Publishing presents **Philip Ruppel, President, McGraw-Hill Professional Publishing**, in a candid discussion of his insights into the present and future of the printed book in an age of eBooks and digital downloads.

**Who should attend this FREE seminar?** All federal content creators and publishers, printing specialists, program managers, and communications professionals.

**When:** Friday, October 7, 2011, from 10 am – Noon

**Where:** GPO Headquarters, 732 N. Capitol St NW, Washington, DC

Advanced reservations required: **Please email [mwhelan@gpo.gov](mailto:mwhelan@gpo.gov) by C.O.B. Oct. 4, 2011**



Philip R. Ruppel is President of McGraw-Hill Professional. McGraw-Hill Professional is a leading global provider of print and electronic content and services for the business, scientific, technical, and medical communities. Its offerings include consumer, business, and technical reference books and online solutions on medical and health, engineering, and scientific topics, including the market-leading *Access* digital platforms.

In presiding over the digital transformation of McGraw-Hill Professional, Ruppel has led his group's expansion into digital delivery of content through its eBook program (now 6000 titles strong), the development of hundreds of apps for consumers and professionals, new platforms for institutional content distribution, such as the *McGraw-Hill eBook Online Library*, and many social media marketing efforts. He also launched a Print-on-Demand initiative that has brought several thousand backlist titles into the market via high-speed print technology.

**Please bring your federal employee photo ID for the event.**

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