



Vito Pacelli

The power of writing

From hard-copy book to e-book and audiobook, the book trade is increasingly digital

It's good to read a book, even better to write it. There are those who do so to talk about themselves or add life blood to sentiments, those to redeem themselves or explore new knowledge, but one thing is certain: those writing a non-fiction book, a novel or a poem, manifest to all a desire to dream, to journey with the mind, transmit and share joys and suffering, sentiments and thoughts, to investigate and understand the authentic value of life. "Writing is enormously powerful – Vito Pacelli, one of the youngest Italian editors, self-assuredly tells us -. Many authors use writing as a sort of therapy, so-

me even to cancel out traumas or a difficult past, but all find in writing the strength to talk, putting to paper their thoughts, believing in themselves. This is why I never filter what has been written, the absolute protagonist of the publication is in fact its author". Set up and entirely developed on the Web, BookSprint Edizioni – with over 4,000 titles on the market and 2,300 published authors – is today one of the most dynamic publishing houses in the Italian editorial scenario. Books are sold through the world's principal online stores, above all Amazon and Apple, and through business agreements with a chain of

bookshops along the entire peninsular. Its success is mainly owed to the innovative Web platform conceived by the editor to access the editorial market: a rapid, effective system to publish and sell books online. "We have demonstrated that you can also do business operating in a small town with 400 inhabitants, precisely Romagnano al Monte, one of Italia's smallest old towns. Today there is no need for large scale logistic infrastructures to be competitive; all you want is a fast link with Internet". A perfectly organized business and a highly motivated team, together with use of cutting edge technologies have given BookSprint the impulse to expand and conquer substantial shares of the market in only a few years, also beyond the domestic borders: enough to think that 1% of all the titles published per year in Italia belong to BookSprint. An editorial business enthusiastically taking up the challenge of the multimedial nature of the contents, the so-called "writing 3.0", dominated by ebook and audiobook, that is to say a digital book and spoken book, both downloadable on eReader and Pda's, tablets and Pc's. "I personally still prefer to leaf through a book, smell the odour of paper, but I'm aware that the future of publishing is digital, with formulae studied to include multimedial and interactive contents or to associate reading a book with listening to it". Always to keep alive contacts with individual authors, the company has planned to attend the sector's most important events, such as: Casa Sanremo Writers literary competition, held in Sanremo at the same time as the Festival; the Torino book show the biggest library in Italia and top editorial event in Europe and, again, cultural meetings in the Biblioteche Nazionali Centrali - central national libraries. "My idea is based on a persuasive Web oriented communication; but I did miss a physical contact with the author and these venues gave us the chance to personally meet them, interview them, exchange ideas and opinions. I want to grow together with them".