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# Care and Feeding of PDF

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# Some history



- **My history**
  - Books
  - Computers
  - SGML/XML
  
- **Tizra's history**
  - Custom sites, XML
  - Impact

# Change



- **Reading doesn't change that much, or quickly**
- **Information seeking does, and has**
- **Purchasing habits are, and will continue to**

# You are in the data business



- Not *just* books
- Not *just* data
- Conservation is not enough
- Get it out there!

# The four C's



- **Cost**
- **Culture**
- **Commerce**
- **Critical Mass**