CONSULTING



Dave DiMarcantonio, president of InstaBook Canada, tells us that the installation at Book Express (now more sufficiently promising to justify this broader rollout. It has provided a lot of useful information about how the ma volume of books printed has ranged from 20 to 300, and a majority have been books from local authors who h manuscripts for printing. These have included family histories, manuals and novels. DiMarcantonio is pleased InstaBook has yet to do any marketing and that no books from commercial publishers have been available du

Our take. Successful in-store production of single books has been an elusive goal for many years. The technology biggest hurdle. Bringing publishers onboard and working out the royalty and document-security issues have b progress in Canada indicates that the situation may finally be improving. Bookstores may be encouraged to g Book Express, which has found that printing books from local authors represents a new line of business made

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