

(Guide) Book of Changes: Why Customers Pay for Digital Content Download?

With niche travel growing and time-to-market becoming a challenge for traditional guidebook publishers, one marketer wondered if paid digital products could bridge the gap between printed guidebooks and the massive amounts of content online already. The question is: would customers be willing to open their wallets, and what kind of content made sense in a downloadable format. We've got the lowdown on what worked ...

Date: 2007-03-26

Article link:

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