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Industry News & Trends

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This newsletter is brought to you by:

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We hope you enjoy this issue of *FrontMatter* in its new eNewsletter format. With each quarterly issue, our goal remains the same: to bring you the latest Sheridan Books and industry news. Please feel free to [contact us](#) with any questions or comments.

Working Smarter

Choose Your Own DRM

Consumers and publishers are warring over [Digital Rights Management](#) — with neither side emerging as a victor. Here's a closer look at DRM and how to strike the right balance between meeting customer demands and protecting your content.

Did You Know?

Pinterest: Tips for Publishers and Authors

The third-largest social network, Pinterest, requires a slightly different strategy — one where pictures create buzz. [Learn how the new kid on the social media block can help you connect with and inspire your readers.](#)

Industry News & Trends

Riding the eBook Wave

Upcoming data from the AAP show book publishers are [looking for ways to take advantage of rising interest in eBooks](#) as they expand their international offerings.

Sheridan Solutions

Sheridan's Simple Yet Powerful Approach to eCommerce

Sheridan's integrated eCommerce and print-on-demand capabilities deliver a one-two punch that translates to more revenue and fewer headaches. [Find out how.](#)

Book Smart

"When you sell a man a book you don't sell him just 12 ounces of paper and ink and glue — you sell him a whole new life."

-- Christopher Morley

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