

Steve Jobs biography proves...

Printed Word Commands Readers' Full Attention

In its first week in bookstores, *Steve Jobs* soared to the top of best-seller lists with the sale of 379,000 copies, according to Nielsen BookScan.

The biography of the Apple Inc. co-founder by Walter Isaacson, which hit the streets October 24, sold three times more copies than the next best-selling book by John Grishman and instantly became one of year's 20 best sellers.

Even More Startling

Statistics released later have been even more impressive.

The book topped both the *New York Times* and *Chicago Tribune* nonfiction best-seller lists and was Amazon.com's best-selling book for 2011.

These are amazing stats, considering that the book had less than two months to rise to the top. Originally scheduled for release in 2012, the publication date was moved up, due to Steve's death on October 5.

There's More

Another awesome fact: We're not talking about Kindle, iPad or Nook sales. This is a printed 571-page, case bound volume that weighs more than two pounds.

So, you can see that the printed word is alive and very well indeed.

Here's another example closer to home that reinforces this same important point: Print commands readers' full attention.

A Record Response

In the eight years that Copresco president and CEO Steve Johnson wrote columns for *American Printer* magazine, he received several awards for communications excellence, nice comments from his readers and a critique or two.

An August 2011 piece entitled, "Digital printing walks the plank," drew

the strongest response from readers of any of the 78 "Johnson's World" columns that Steve crafted. He took digital press manufacturers to task with criticism about press reliability.

The Real Story

You see, Steve's column was never posted online, unlike all of the other "Johnson's World" articles.

The column appeared only in the print issue of the trade magazine. All of the respondents were readers of a printed publication, not of any form of electronic communication.

Steve Joins Quick Printing Staff

As it turned out, August was the last issue of *American Printer*. The magazine stopped publishing because of dwindling advertising revenue, not because of lost readership.

The Good News

Steve has joined *Quick Printing* magazine as a featured columnist.

According to Editor Karen Lowery Hall, "Johnson's World" provides firsthand observations and thoughtful commentary about the state of today's graphic communications industry.

"We are delighted to welcome Steve to *Quick Printing's* roster of contributing columnists. His insights and wry

commentary will bring a fresh perspective to our readers, many of whom are already familiar with his work," Karen added.

By and for Printers

"Steve continues *Quick Printing's* long tradition of being the only industry publication that is written by printers for printers.

"We look forward to offering his 'Johnson's World' column for many years to come."

PDFs with Bleeds from InDesign

As an added service for our clients, Copresco has detailed an effective way to create high-quality PDFs from Adobe InDesign files that require bleeds.

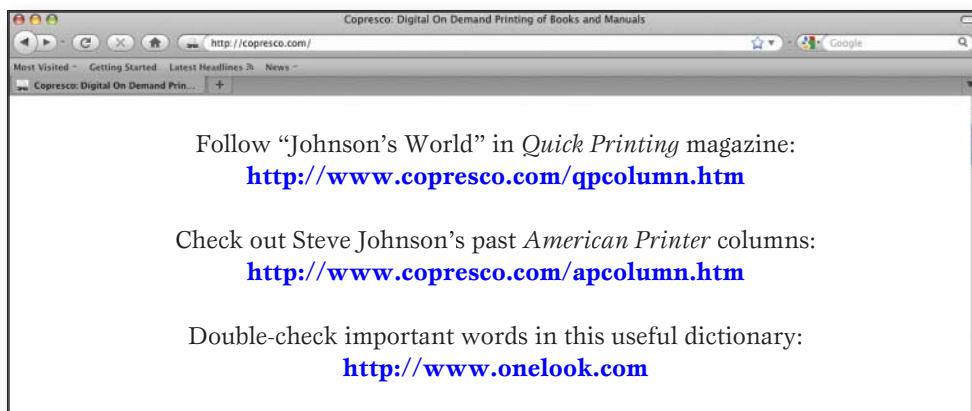
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Follow "Johnson's World" in *Quick Printing* magazine:
<http://www.copresco.com/qpcolumn.htm>

Check out Steve Johnson's past *American Printer* columns:
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Double-check important words in this useful dictionary:
<http://www.onelook.com>



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A skeptical woman went to see a psychic with the intent of exposing him as a fraud. After she sat down, the psychic gazed deeply into his crystal ball and began smiling from ear to ear.



Presuming that his grin stemmed from his smug satisfaction at fooling yet another customer, she rose angrily from the table and walloped him with her purse. She was later charged with striking a happy medium.

None are so empty as those who are full of themselves.

The big chess tournament was taking place at the Plaza in New York. After the first day's competition, many of the winners were sitting around in the hotel lobby bragging about all of their great strategies and brilliant moves. They grew louder and louder, until finally the hotel's manager chased them all out. "If there's one thing I can't stand," he complained, "it's chess nuts boasting in an open foyer."

"Winning isn't everything, but it beats anything that comes in second."
—Paul "Bear" Bryant

Everybody hates it when you try to please everybody.

"You can't hold a man down without staying down with him."—Booker T. Washington

Q. What's the difference between God and a professional baseball player?

A. God doesn't think he's a pro baseball player.

The number of people who are watching you is directly proportional to the stupidity of your action.

It was so cold... Starbucks was serving coffee on a stick!

Gale-force winds and driving rain could not wipe the smile off the face of the friendly parking valet. He eagerly ran from one patron to the next, delivering cars and exchanging pleasantries. As he held the door open, one guest commented,



"the weather is positively brutal! What do you think about to stay so cheerful?" Without hesitating, the valet answered, "unemployment."

After Albert Einstein died, he found himself standing in line waiting outside the Pearly Gates. To pass the time, he asked a woman nearby what her IQ was. "190," she replied proudly. "Excellent!" exclaimed Einstein with delight, "I'd love to discuss with you the implications of quantum mechanics on my special theory of relativity." He asked the same question to the man next to him, who replied that his was 140. "Good," Einstein smiled. I'd look forward to discussing Rutherford's contribution to atomic physics." Then a third man stepped up from behind him and offered his hand, "Pleased to meet you, Mr. Einstein, my IQ is 80." "Great!" smiled Einstein. "What do you think about the Cubbies this year?"

Give me ambiguity or give me something else.



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