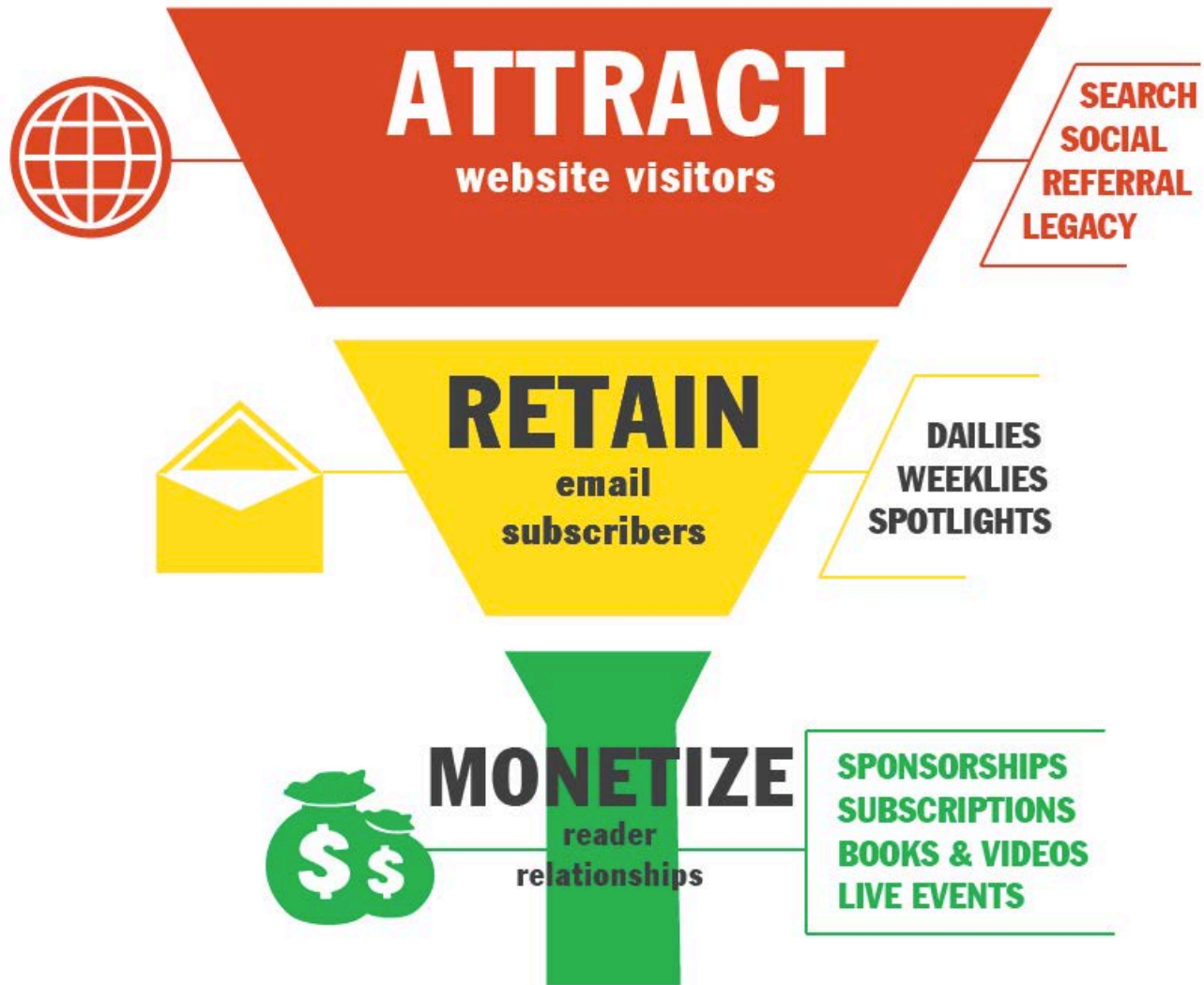


# The ABCs of Digital Publishing

The 3 Secret Ingredients of  
Growing Online Profits

# The Mequoda Method



# The Publisher's Advantage

**A**

**AUDIENCE**



**B**

**BRAND**

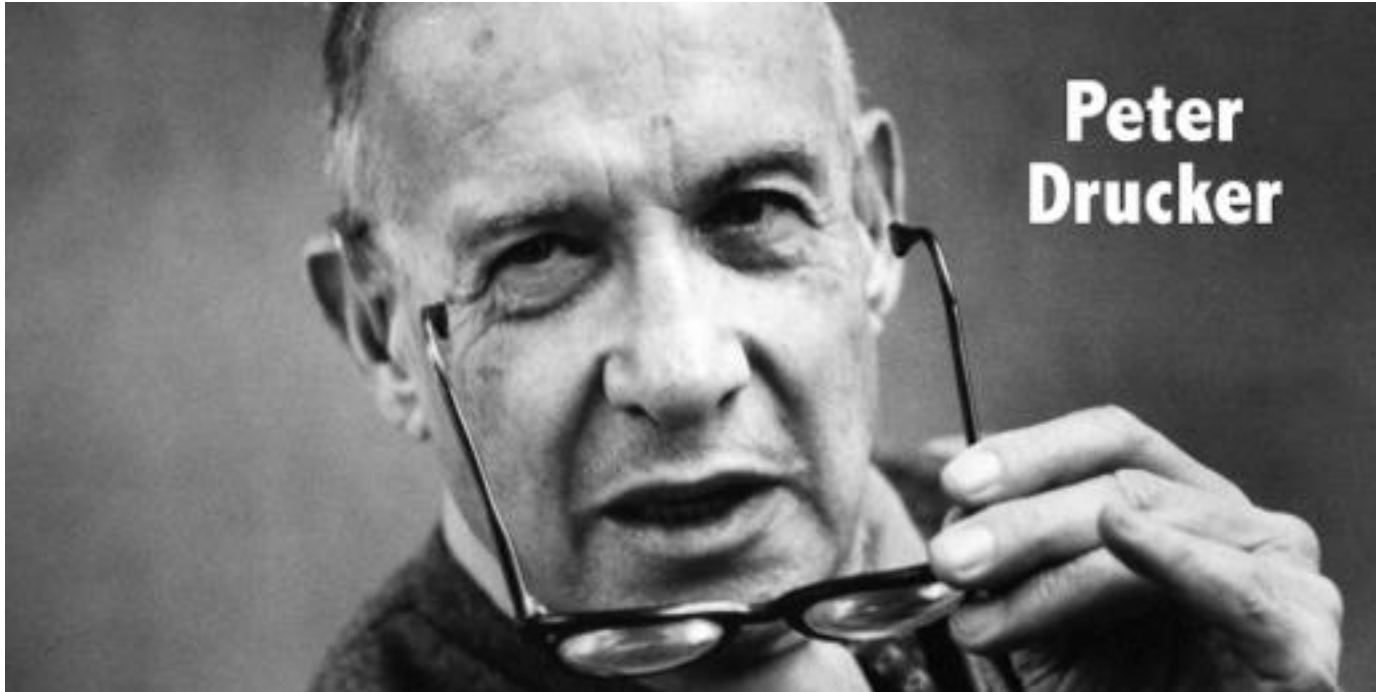


**C**

**CONTENT**



# Doing The Right Things



**Peter  
Drucker**

***“Efficiency is doing things right;  
effectiveness is doing  
the right things.”***

# Thank You