



Reading free e-books: & 7 internet business models

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How computer literate do you have to be, to download free books from Kindle? Not very, is the answer - it is easy as pie. This book is primarily a personal request for the author's mother, who is an avid reader, to start downloading and reading free e-books. A step by step guide is set out with links. It is equally for other readers who somehow have never downloaded free e-books.

Who might find this useful?

This book might come in useful for those who are improving tech literacy in their communities by helping older people get computer savvy. It was inspired in part one afternoon when the author was sitting on the terrace of the Barbican Centre in London - and listening to a young man talking about the terrible isolation of people who have retired. He was attending a Age UK conference, and said he was responsible for digital inclusion. Those getting older seem to lose their links with the outside world, he said, and it is almost a given that within five years of retirement people start feeling somehow disconnected from the working world. That has been all the more true in the last 20 years when the advent of the online world has somehow left a generation behind. This book might turn out to be an aid to a growing independence..... a sense of still being connected to how younger people think. That is why the author includes these seven different web based business models, so her mother might appreciate how free e-books on the subject of various new ventures might help her to gain some understanding of how the working world continues to change. If she does download free books and start to read, she will hopefully enter worlds she would never have thought existed.

Why the seven business models?

The author's rather quixotic addition of seven internet business models to this exhortation to her mother came about when she started looking more closely at how e-books are used. Reading e-books (particularly those non fiction books which are promoted free) is a wonderful tool for keeping in touch with what is going on in the world of the new internet business models. The advent of a new company is inevitably bound up with a personal story of the founders - and very often, these are published in the form of books (usually free at first) to promote the business, and give the endeavours of the founders some authenticity. Some of these stories are lovely, life enhancing insights into how our economy is growing, and those who have retired a while ago will find in them a vivid and palpable connection to the world which makes money today.

We hope that those who are feeling separated from others will benefit by downloading free 'out of copyright' books and enjoy reading some of the classics they might have missed out when they were younger. We also hope that those who want to remain in touch with the world of work will download free e-books about new enterprises, and see what a large number of new businesses have continued to shape our economies.

There is also a rather dispassionate review of different e-book readers, in which she explains that there are four main contenders, and talk through the pros and cons of using them in the UK. This might be of benefit to avid readers - there is a questionnaire for deciding whether the reader needs a tablet or an e-book reader.

As an afterthought she includes a letter from Alison, a free educational site, which opens the doors further towards learning new things free of charge.

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