2009 Tools of Change for Publishing (TOC) Conference in February. Sponsored by O'Reilly Media, the focus of this year's program was "digital publishing", and the growth of opportunities presented as mobile devices dominate, e-books have a second life and print-on-demand technology improves. Day 1 included numerous tutorials, featuring eBooks 1: Business Models and Strategy – provided overview of technologies and formats in the fast changing e-books space. Sessions on Days 2-3 covered mobile strategy, pricing digital products, optimizing content reuse in social networks plus updates from Google on the future of Book Search and announcements from Adobe on new product releases for streamlining creation of .epub formatted files for mobile devices.

Many of the presentations are available online at
http://www.toccon.com/toc2009/public/schedule/proceedings