



The Swedish model



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The Swedish model

Hannes Eder

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In a world locked down by the near global “war over ebooks” Sweden is different. Where the dominant paradigm sees ebooks as commodity, the Swedish model treats ebook lending as a service and this has proved central to undo the antagonism between publishers and libraries. Hannes Eder is co-founder and CTO of Publit, a company that has played a key role in developing the Swedish model and has built the infrastructure that allows not only for peaceful coexistence but also for dynamic partnerships at the intersection between the worlds of libraries and publishing.

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