

New breed of books

Local media guru launches ebook publishing company

BY MANDY MILES
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Some may say Shirrel Rhoades hasn't necessarily mastered retirement – and Rhoades himself may agree.

Instead of golfing or gardening in his spare time, the renowned editor, publisher, consultant, marketer and

publishing persona who succeeded Stan Lee himself at Marvel Comics, decided to reinvent the world of books by creating an online publishing company.

"Bookstores are dinosaurs," Rhoades said. "And I thought to myself, 'If I were Random House and could reinvent myself, how would I do it?'"

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His answer to himself was that the traditional publishing industry "does things ass backwards," by spending so much money up front on hardcover printing, then on trade paperbacks, "and then, if they ever



Photos by ROB O'NEAL/The Citizen

Books purchased through the website are viewable on a large number of 'e-readers' including Nook, and Kindle.

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Publisher Shirrel Rhoades' office is often his couch, but the front porch works just as well for Absolutely Amazing eBooks.

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