

The future of the technical book

(and what cookbooks already taught us)

The future of the technical book looks a lot like what already happened to cookbooks.

What happened to cookbooks

Then

A thousand-recipe collection was the product. You needed somewhere to find things.

Now

AI gives me twenty pot pie recipes in thirty seconds, tuned to what's in my fridge. The collection doesn't add much anymore.

What still sells

A point of view. Judgment. Story. Someone walking me through how they actually think, why they make the choices they do, what they learned the twentieth time.

Judgment is the product now.

**The same shift is
arriving for technical
books.**

What AI can't spin up

Definitions? Easy. Review questions? Easy. Step-by-step drills? Easy.

Judgment is different. The "why this matters" and "here's how I actually think about it" still has to come from a person with real experience and a point of view.

Old model vs. where it's heading

Old model

Comprehensive coverage

Definitions and drills

End-of-chapter questions

The book as a reference

Where it's heading

Judgment about what matters

Big-picture framing

A clear point of view

The book as a guide

Plus: the tools keep moving

I've had a whole manuscript need a near-total rewrite because the workflow it taught got restructured between drafts. That used to be rare. It isn't anymore.

Publishing cycles can't absorb that pace anymore. Authors, publishers, and readers all need to adjust.

Where I'm betting

Live.

Opinionated.

Human.

That's what AI can't replicate.

That's where my training is pointed.

Read the full post

The long version, with the publishing dynamics and what this means for your own learning:

stringfestanalytics.com/blog

Or see how I put this into practice in my training:

stringfestanalytics.com/how-i-work

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