TANGENT daily

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BUSINESS NOTE

Helping overlooked work find new readers

Herbert Lui writes that some work goes unrecognized for years, decades, or lifetimes, and he borrows Anthony F.J. Van Raan's term "Sleeping Beauties" for dormant scientific papers that are later rediscovered. Lui notes that these works are often found by people outside the original field, and he argues that the most useful thing you can do for work you admire is to help many other types of people discover it.

A seller can apply this by pairing an admired older book with a product that introduces it to a new audience, such as a printable reading guide that summarizes its main ideas for people who would not otherwise pick it up. Sharing that guide in a forum or group outside the book's usual readership gives the original work a second life and shows the seller's own expertise at the same time.

Source: **Herbert Lui, Sleeping beauties**
https://herbertlui.net/sleeping-beauties/