

# the xplanation

---

## About

Written by Rob Reynolds

*The Xplanation* focuses specifically on current news and trends around technology as it relates to education and publishing (print and media). Our goal is to create a valuable, free source of information that will make your reporting (teaching, administration, etc.) life easier.

In addition to articles on the broader education market, *The Xplanation* provides a daily research update, as well as access to all our current bookmarks and Twitter posts. We also create a weekly research index to archive our links and thoughts for easy access. Finally, our bookmarks are provided through Delicious so that you can sort through our archives via tags or categories.

Each quarter, *The Xplanation* produces media papers from its research, and these reports include trend tracking and information presentations, as well as responses (audio and video) to our work from thought leaders in the areas we are researching. *The Xplanation* also publishes targeted white paper studies throughout the year. As with the blog, all studies and research are available free of charge, both now and in the future.

Rob Reynolds serves as editor-in-chief for *The Xplanation*. Rob spent two decades as a faculty member and administrator in Higher Education before moving into the textbook publishing industry. After leading efforts in online learning and digital publishing for two major publishers, Rob helped start and grow the educational software company, Xplana. In 2004 and 2005, Rob served as editor-in-chief for Xplanazine, which was named a CNET News Top 100 blog. In addition to his work on *The Xplanation*, Rob also serves as chief product designer and strategist for Xplana products.

*The Xplanation* is produced by a division of MBS Textbook Exchange Inc., the nation's leader in wholesale textbook distribution.