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**Amazon, iTunes and SwetsWise,  
*The subscription agent and the long tail***

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**Abstract**

Imagine an Internet with no Amazon, or any other online cross-publisher platform. The only way to order publications online would be to go to hundreds of different publisher sites for browsing through and ordering from the individual publisher catalogues. Clearly this would be a very cumbersome process. The value that an Amazon brings to customers of books is as obvious as what agents' subscription portals bring to customers and publishers of professional information. The presentation will demonstrate how agents, such as Swets, are making the transition from the traditional subscription agent business to becoming e-commerce platforms for professional subscriptions.