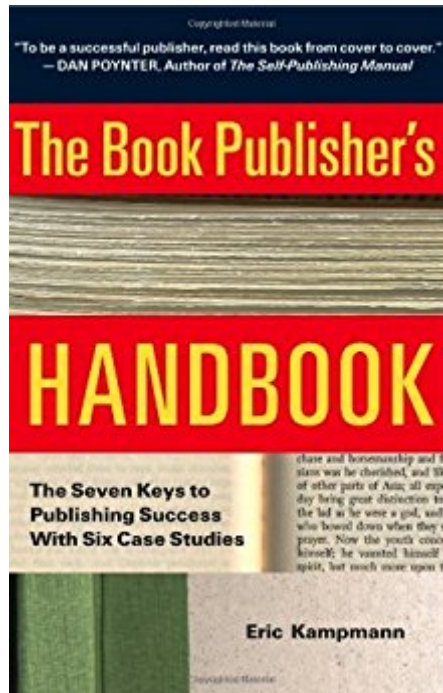


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The Book Publisher's Handbook: The Seven Keys To Publishing Success With Six Case Studies



Synopsis

Are you ready to be a publisher? Do you have all the keys? Now that you have made the decision to become a publisher, you must take the reins. You are the maestro, the coach, and the head cheerleader. To understand your new role, it is essential that you understand each key, each step of the process. No publisher should be without this highly readable, nuts-and-bolts guide to the ins and outs of book publishing. The Midpoint team has more than a century of combined book publishing experience, which will prove invaluable to all publishers, from seasoned professionals to those new to the game. The book concisely discusses the editorial process, design, printing, pricing, sales and distribution, marketing and publicity. It also includes success stories from authors, publishers, and others in the industry who relate the strategies that helped them rocket their books to bestseller status. After you have learned the elements of your trade, you will be prepared to take on the turbulent and challenging world of book publishing.

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What does it take to create a bestselling book? From over 35 years in publishing, Eric Kampmann

tackles this question with remarkable candor and detail. For the uninitiated, publishing is a mystery and Kampmann breaks down the various ingredients into seven keys: 1) Editorial--an edited manuscript is critical 2) Design & Format: the appearance of your book inside and out 3) Printing: covers the key basics 4) Pricing: covers the pitfalls 5) Sales and Distribution: Explains the players and how to use them 6) Book Marketing & Publicity: Wise counsel in this section 7) The Publisher is You: he encourages every author to take the reins of responsibility. This book contains six unique case studies and gives the inside story behind some bestsellers including ALL CREATURES GREAT AND SMALL, RICH DAD, POOR DAD and much more. These case studies show the necessity of every author being in the right place at the right time with the right publisher and lend reality to the detailed keys in the first portion of the book. Whether you are working with a traditional royalty publisher or you have decided to self-publish your book, you can profit from the wealth of experience and detail in Kampmann's title. It is loaded with gems of information and I recommend this book.

For a book called the Book Publisher's Handbook, I was expecting a bit more of a tome. While there is interesting information in there I prefer other titles on the same topic. Marketing concepts are elementary and the FAQ format is hard to index. For the money The Complete Guide to Self Publishing by Tom and Marilyn Ross is much more resourceful.

Midpoint Trade Books, a major book distributor has published an excellent handbook which features seven keys that are important for independent publishers to understand and master. If you want a quick read on everything you need to know about publishing, printing, editing, marketing and distributing your book then this is the one. As a book publicist it's imperative for me to keep up with all of the great books and magazine articles being published on the topic of book marketing and book promotion. I've read dozens and dozens of books on book marketing and this one is on my top ten list. Scott Lorenz, President of Westwind Communications, a public relations and marketing firm that specializes in book marketing and author publicity.[...]

Expected this book would discuss book production. it's more suited for those interested in book sales. I selected poorly. bought another book which should be better for my needs.

I started a small publishing company and this has become my bible. Highly recommend for anyone interested in publishing traditionally or self.

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