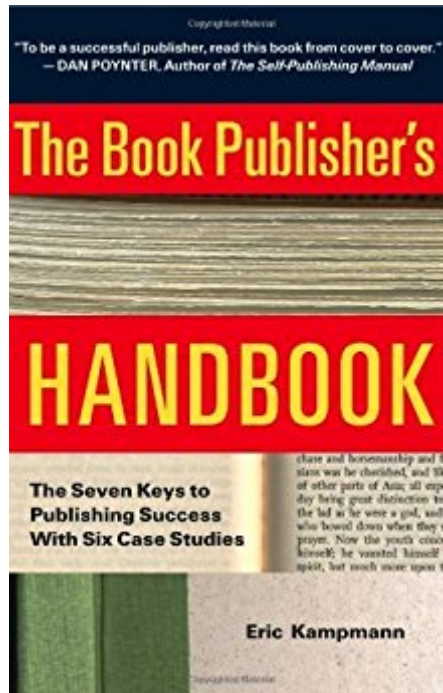


The book was found

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.

Book Information

File Size: 1134 KB

Print Length: 168 pages

Publisher: Beaufort Books; 1 edition (November 1, 2007)

Publication Date: November 1, 2007

Sold by: Digital Services LLC

Language: English

ASIN: B001D20W6Q

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #1,604,691 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29

in Books > Business & Money > Business Culture > Fashion & Image #586 in Books >

Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry #748

in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business >

Marketing

Customer Reviews

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.

[Download to continue reading...](#)

The Book Publisher's Handbook: The Seven Keys to Publishing Success With Six Case Studies
Kindle Publishing Box Set: How To Write A Book In Less Than 24 Hours, K Money Mastery & Kindle
Marketing Secrets (Kindle Publishing, Kindle Marketing, Book Publishing, E-Book Publishing)
Reading Studies for Guitar: Positions One Through Seven and Multi-Position Studies in All Keys
Web Publisher's Construction Kit With Html 3.2: Publishing Your Own Html Pages on the Internet
Case Studies in Immunology: A Clinical Companion (Geha, Case Studies in Immunology: A Clinical
Companion) Inside the Magic Kingdom : Seven Keys to Disney's Success Kindle Marketing Secrets
- 33 Ways to Promote Your Kindle Book and Get More Sales (Kindle Publishing, Book Publishing,
Book Marketing) Scooby-Doo Set of 8 Mystery Chapter Books (Haunted Castle ~ Snow Monster ~
Fairground Phantom ~ Spooky Strikeout ~ Case of the Haunted Hound ~ Case of the Living Doll ~
Case of the Spinning Spider ~ The Creepy Camp) Lean Six Sigma: The Ultimate Beginners Guide -
Learn Everything You Need To Know About Six Sigma And Boost Your Productivity! (Lean, Six
Sigma, Quality Control) Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For
Improving Quality And Speed! (Lean, Six Sigma, Quality Control) Lean Six Sigma: and Lean
QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma
For Service, Lean Manufacturing) The Ford Pinto Case (Sunny Series, Case Studies in Applied
Ethics, Technology, & Society) Createspace and Kindle Self-Publishing Masterclass - Second
Edition: The Step-by-Step Author's Guide to Writing, Publishing and Marketing Your Books on
Paradigm Shift: Seven Keys of Highly Successful Linux and Open Source Adoptions The Jewish
Phenomenon: Seven Keys to the Enduring Wealth of a People The Keys to the Effortless Golf
Swing: Curing Your Hit Impulse in Seven Simple Lessons Communicating for a Change: Seven
Keys to Irresistible Communication (North Point Resources) Communicating for a Change: Seven
Keys to Irresistible Communication The Worst-Case Scenario Survival Handbook: Middle School
(Worst Case Scenario Junior Editions) Natural Horse-Man-Ship: Six Keys to a Natural
Horse-Human Relationship (A Western Horseman Book)

[Dmca](#)