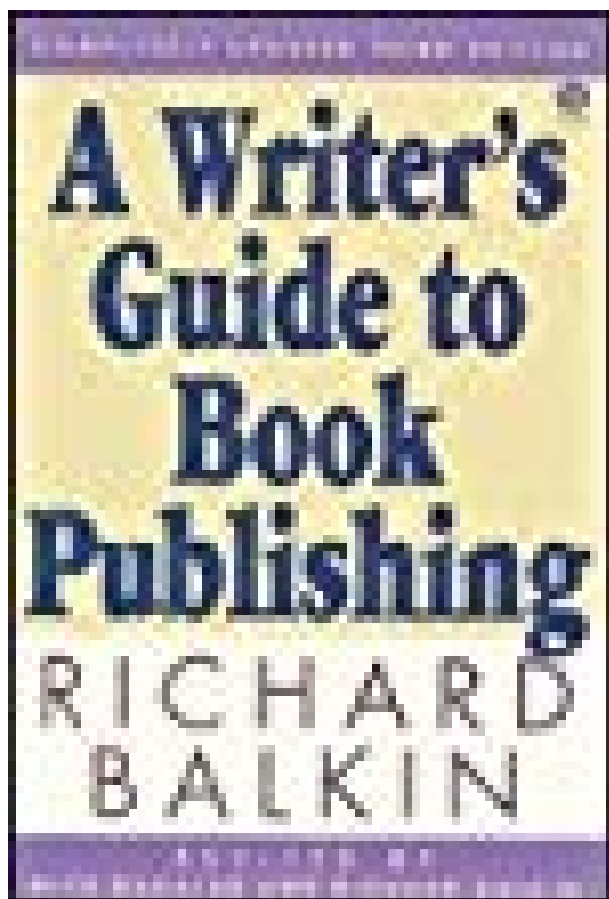


# A Writer's Guide to Book Publishing



<b>Author:</b>	Richard Balkin
<b>ISBN10:</b>	0452270219
<b>Goodreads Rating:</b>	3.67
<b>Published:</b>	August 1st 1994 by Plume
<b>Genre:</b>	Language
<b>ISBN13:</b>	9780452270213
<b>Language</b>	English
<b>Pages:</b>	368

[A Writer's Guide to Book Publishing.pdf](#)

[A Writer's Guide to Book Publishing.epub](#)

This is the essential professional's guide to getting a book published - and then marketed successfully. In accessible, down-to-earth language, the reader is taken through every aspect of the publishing process. Included in this completely revised and expanded edition are discussions on the use of computers in preparing manuscripts; the electronic, multimedia, and audio cassette markets; superstores; and telemarketing. There is invaluable coverage of textbooks, children's books, trade books, small presses, university presses, vanity presses, and book packagers.