

# Starting & Running a Successful Newsletter or Magazine



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Written by the co-founder of three of the most successful magazines of all time PC Magazine, PC World and Macworld, this practical, informative book discusses:

- raising start-up money • attracting the best help • choosing the right marketing strategies • creating a solid subscription base • building loyalty among readers and advertisers • competing effectively • publishing successfully on the Internet.

The book also includes an expanded resources chapter sprinkled with websites and software and publishing services.

作者介绍:

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## 标签

newsletter

## 评论

还算有用，但太general，太简单。

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## 书评

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