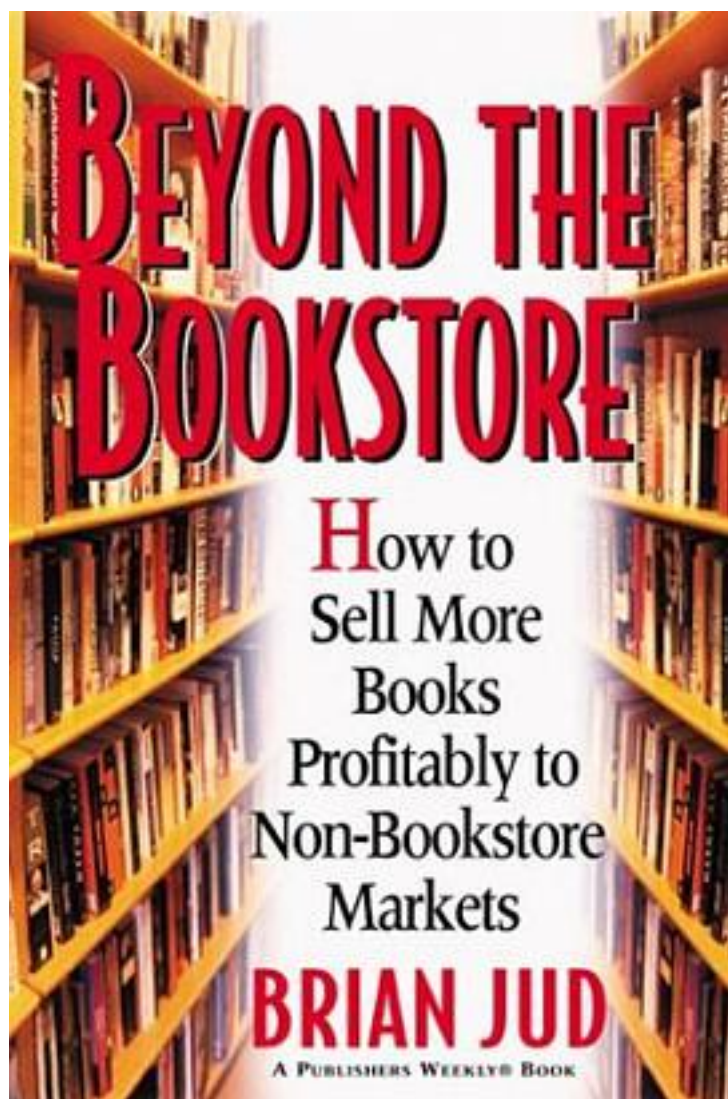


Beyond the Bookstore



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The worldwide book market is almost \$90 billion, and every year half of those sales are made in non-bookstore markets such as museums, schools, libraries, warehouse clubs, catalogs, book clubs, book fairs, and to corporations, among many other markets.

This book will show you how to increase your sales and profits in these lucrative segments:

No returns or distribution discounts when you sell directly to niche markets

- * 79 proven strategies for selling more books and making more money
- * Discover rewarding new markets in which to sell your books
- * Create new products to sell-for more revenue
- * Learn how to price your books for profitable sales
- * Find tips for selling fiction and non-fiction titles to special-sales markets

Includes the Marketing Planning CD-Rom (requires Excel and Word):

- * Never forget any step in the production and marketing process. This automatic checklist tells you what must be done, when to do it and who can do it for you.
- * No more missteps, omissions or wasted time-with a plan customized to your titles. Step-by-step instructions show you how to create a strategic marketing plan. Organize your thinking for improved results. Achieve your goals. Make plans in all areas that impact your bottom line.

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