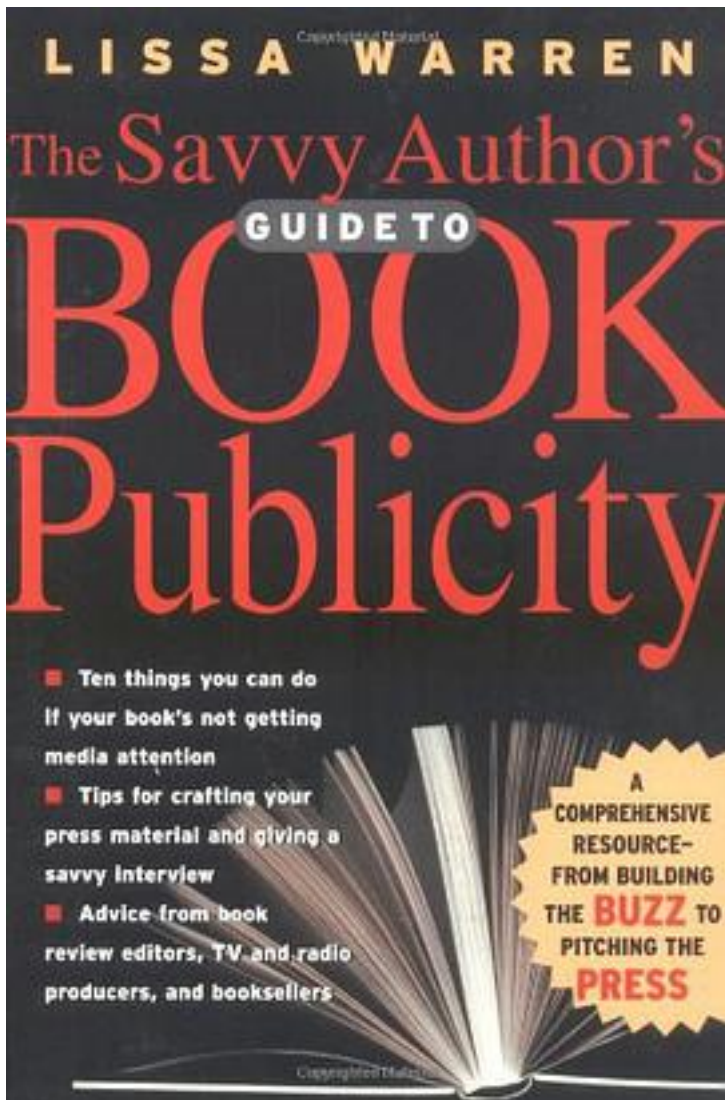


The Savvy Author's Guide to Book Publicity



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Here is the essential reerence for writers-from the self-published to those published by major houses-written by a leading book publicist who pitches books to media every day of her working life. Each chapter details what happens to a book once it's off press, and how authors can be helpful in the promotion process-or even spearhead it if need be-to get the coverage their books deserve.

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