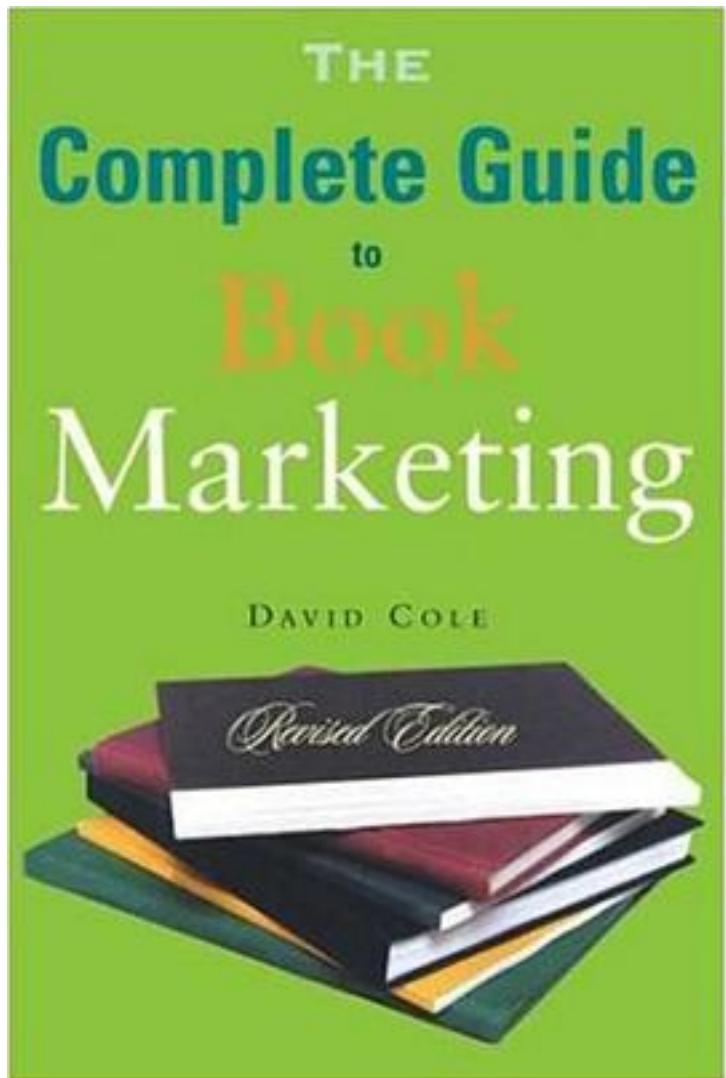


The Complete Guide to Book Marketing



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With an intense focus on strategy that won't be found in any other guide, this invaluable resource will be of immediate help to publishers, authors, and most anyone who wants to succeed in the publishing industry.

Completely updated and expanded with an enhanced focus on selling outside traditional channels, *The Complete Guide to Book Marketing* features systematic, results-oriented approaches to reaching the largest amount of readers for the least amount of money. Readers will find no-nonsense advice for building a publishing identity, cultivating feedback from your audience, and implementing an effective publicity campaign. This new edition also features a brand-new section on marketing to the lucrative education market, as well as new information on e-book marketing, print-on-demand, and marketing backlist and reprint titles.

- Revised edition includes many real-world examples of successful marketing strategies
- Includes a complete marketing plan geared to generating long-term results

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