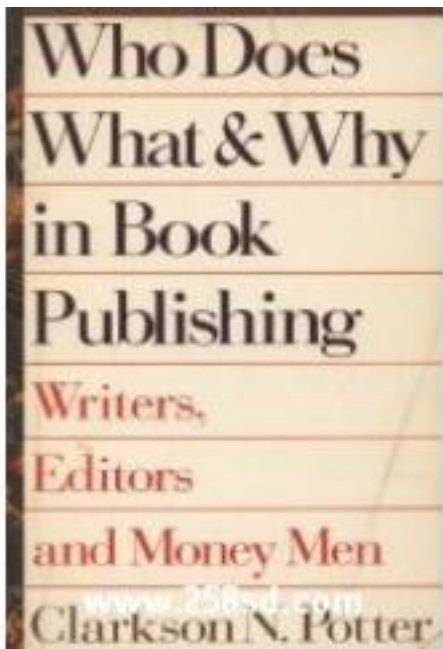


Who Does What and Why in Book Publishing



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From Publishers Weekly This introduction offers a practical overview of publishing from the writing, editing and business perspectives--"the points at which decisions are made." p. xii For the writer who possesses the talent to be published, Potter discusses agents and lawyers, the proper role of the author in determining the title and the jacket design, the elements of promotion and the realities of the public literary life. In treating the role of editors, whom Potter believes have the most interesting jobs in the industry, he considers the nature of the author/editor relationship, which must be friendly and encouraging without deteriorating into a situation in which the editor forces ideas onto the writer. In the money section, Potter outlines the basics of advances and royalties, as well as production and manufacturing issues. Potter, who established his own company in 1960, is

knowledgeable and makes his points in a lucid and friendly manner. He is capable of giving the big picture, as well as of repeating relevant cocktail party chatter or offering advice on the essentials of office politics. Beginners should find Potter's insights helpful. Copyright 1990 Reed Business Information, Inc.

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