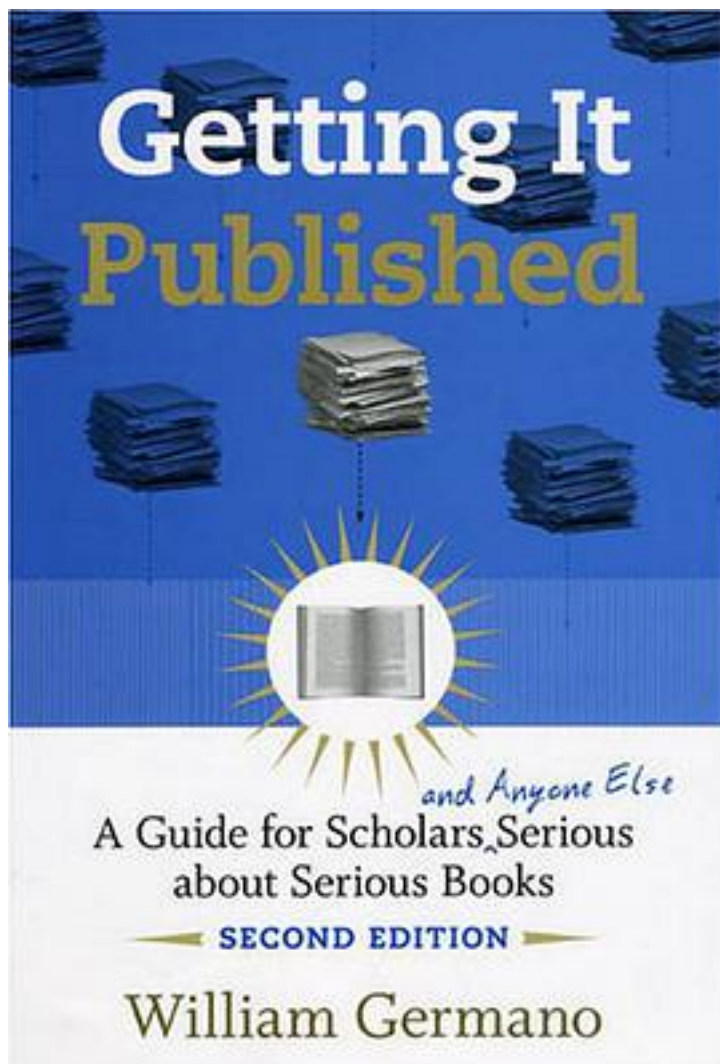


Getting it Published



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出版者:

出版时间:2008-11

装帧:

isbn:9780226288529

Since 2001, William Germano's "Getting It Published" has helped thousands of scholars develop compelling book proposals, find the right academic publishers, evaluate contracts, handle the review process, and, finally, emerge as published authors. But a lot has changed in the past seven years. With the publishing world both more competitive and more confusing - especially given the increased availability of electronic resources - this second edition of Germano's best-selling guide has arrived at just the right moment. As he writes in a new chapter, the 'via electronica' now touches every aspect of writing and publishing. And although scholars now research, write, and gain tenure in a digital world, they must also continue to ensure that their work meets the requirements of their institutions and the needs of their readers. Germano, a veteran editor with experience in both the university press and commercial worlds, knows his audience. This second edition will teach readers how to think about, describe, and pitch their manuscripts before they submit them. They'll discover the finer points of publishing etiquette, including how to approach a busy editor and how to work with other publishing professionals on matters of design, marketing, and publicity. In a new afterword, they'll also find helpful advice on what they can - and must - do to promote their work. A true insider's guide to academic publishing, the second edition of "Getting It Published" will help authors understand what to expect from the publishing process, from manuscript to finished book and beyond.

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