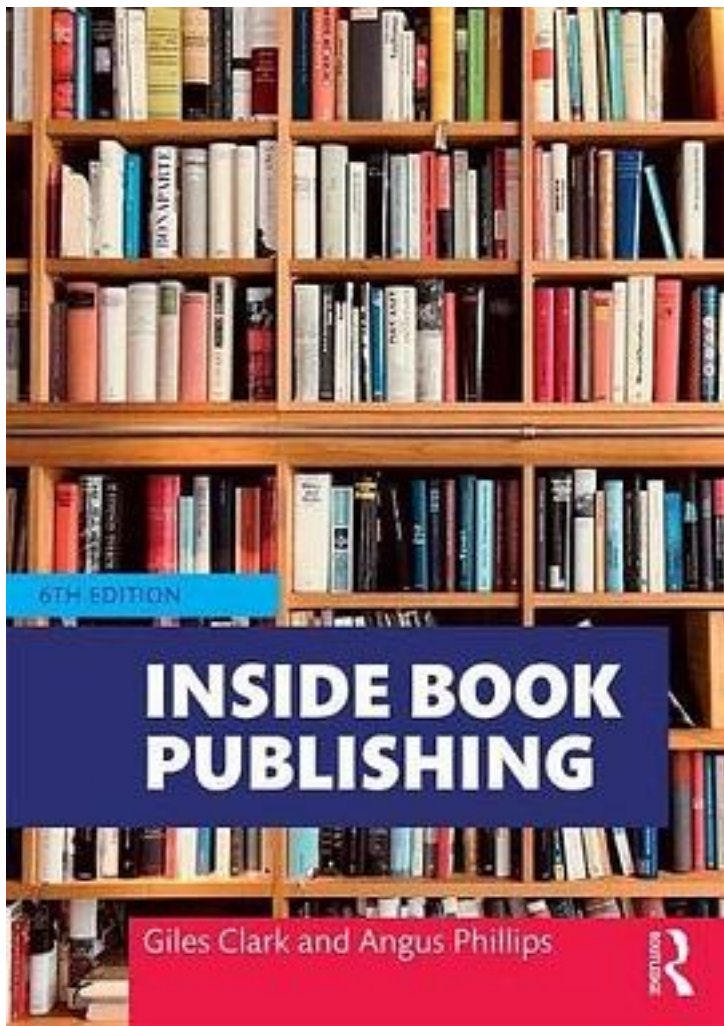


Inside Book Publishing



[Inside Book Publishing_ 下载链接1](#)

著者:Clark, Giles

出版者:

出版时间:2008-10

装帧:

isbn:9780415441568

How do publishers work and make money? Why do they exist? This expanded and

thoroughly revised fourth edition of "Inside Book Publishing" is designed for students of publishing, authors needing to find out publishing secrets, and those wanting to get in or get on in the industry. It addresses the big issues - globalization of publishing, the impact of the internet - and explains publishing from the author contract to the bookshop shelf. It covers: how the present industry has evolved; publishing functions - editorial, design and production, marketing, sales and distribution, and rights; the role of the author; copyright and contracts; the sales channels for books in the UK, from the high street to ebooks; and, getting a job in publishing. It features: topic boxes written by expert contributors, a glossary of publishing terms, suggestions for further reading, a directory of publishing organizations, and a companion website. It is an essential tool for anyone embarking on a career in publishing, and a useful handbook for those who are in the industry and for authors.

作者介绍:

目录:

[Inside Book Publishing_ 下载链接1](#)

标签

评论

[Inside Book Publishing_ 下载链接1](#)

书评

[Inside Book Publishing_ 下载链接1](#)