



The Author's Guide to Publishing and Marketing

By Tim Ward, John Hunt

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, The Author's Guide to Publishing and Marketing, Tim Ward, John Hunt, 'It's always been difficult to get published. But up till the last couple of decades, if you managed to get published, you were sure of some sales, or at least that your publisher would work hard to get them with a reasonable prospect of results. It's a different world now. With electronic point of sale, print on demand, internet bookselling, new delivery formats like e-readers, several hundred thousand new titles in English coming out every year, a lot of what was said 6 years ago or even 6 months ago is now out of date. A few years ago when we started O Books I began writing down notes for new authors, based on questions they kept asking. It soon turned into a 100 page document. One of the authors it was a particular joy to work with was Tim Ward. We thought it would be helpful for others to share our thoughts, coming as they do from both sides of the fence'. But there are titles around on every conceivable aspect of publishing and marketing books, from how to improve...



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