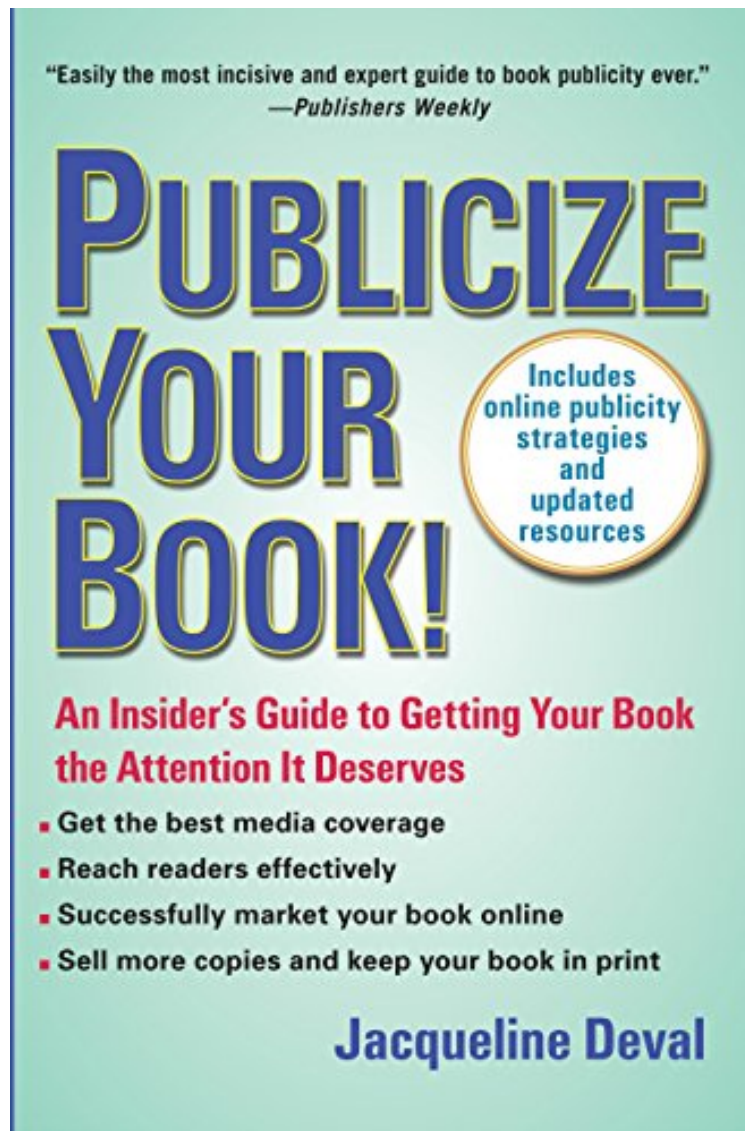


[Download free ebook] Publicize Your Book (Updated): An Insider's Guide to Getting Your Book the Attention It Deserves

Publicize Your Book (Updated): An Insider's Guide to Getting Your Book the Attention It Deserves

Jacqueline Deval

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#2666612 in eBooks 2008-07-01 2008-07-01 File Name: B003WQAIGK | File size: 52.Mb

Jacqueline Deval : Publicize Your Book (Updated): An Insider's Guide to Getting Your Book the Attention It Deserves before purchasing it in order to gage whether or not it would be worth my time, and all praised Publicize Your Book (Updated): An Insider's Guide to Getting Your Book the Attention It Deserves:

1 of 1 people found the following review helpful. The Serious Author's Guide on How to Market a New BookBy

Rebecca of "Marketing is particularly thrilling when you come up with a bright idea, carry it through, and, as a result, enjoy a boost in your book's sales." ~ Jacqueline Deval
Jacqueline Deval is obviously an expert in her field and her book is mostly for authors who have published professionally and have a physical book to sell. This book is not really for self-published authors although some of the resources could be useful. Basically what this book does is it takes you by the hand and leads you through the world of interviews, TV appearances, speaking engagements and book signings. This is serious stuff that authors have to do to make their books a success. Why should people read your book? How can you stir up controversy about your book? What are the nine mistakes authors make? What type of questions should you ask a publicist? What should you wear to TV interviews? This book covers all this and more. What is especially helpful is all the information on how to work with a publicist and how to contact the media. This book emphasizes treating people well and explains how you can make a good impression. Basically this book gives you some insight into the publishing process and tells you what to expect. This is information you'd want to hear from a friend who has been published. Jacqueline Deval is that friend. As someone who has been interviewed for TV I can tell you the advice in this book is great. ~The Rebecca Review
P.S. I'd also recommend: *Feeding the Media Beast: An Easy Recipe for Great Publicity*
0 of 0 people found the following review helpful. Five Stars
By Black Arachknight
Great price. Good product.
0 of 0 people found the following review helpful. Five Stars
By Mathias P. Silva
Great deal.

For first-time authors or the seasoned pro, this is the absolutely essential how-to for getting publicity--totally updated and expanded. This indispensable guide from a book publicity insider offers everything authors must know to assist their publishers in publicizing, marketing, and promoting their books, including: Effective networking
Defining a target readership
Creating pitches for talk shows
Getting media coverage
Utilizing the Internet and other outlets
Preparing for interviews and tours
Hiring an independent publicist
With totally revised and updated information, advice, and resources, the insiders all agree: *Read this book!*
Ellen Levine, editorial director, Hearst Magazines.

From Publishers Weekly
Everyone in the publishing industry, and many not, have heard the stories-of authors who spend a year or more writing a book only to see it sink into oblivion when the publisher releases it with no fanfare; of authors left out in the cold when their editors are gone before pub date. Then there are the flip stories: of authors, sometimes self-published, who manage their own publicity campaigns or supplement their publishing house's and sell thousands, maybe tens of thousands, of copies. To avoid the former and promote the latter, Deval (Reckless Appetites), publisher of Hearst Books and former director of publicity for William Morrow, Doubleday, Villard and Book-of-the-Month Club, has written this book, easily the most incisive and expert guide to book publicity ever. Deval covers every conceivable aspect of generating and participating in book publicity, from creating press materials to engaging in a publicity tour, from getting on Oprah to marketing on the Internet, from conducting media interviews to hiring a freelance publicist and much more. And she gives advice that's applicable to both veterans and novices, authors with publishing houses backing them and those who are self-published. Her approach is direct and no-nonsense yet congenial, with the hard information enlivened by scores upon scores of anecdotes (including a most tantalizing section on so-called authors from hell). With all this information, plus an extensive resource section, this is the book for authors who want to expand publicity for their books, and there's not a publishing professional who won't learn something new and useful from it as well. Copyright 2003 Reed Business Information, Inc.
Easily the most incisive and expert guide to book publishing ever.
Publishers Weekly
Everything your publisher, editor, and publicist will never tell you but you need to know.
M. J. Rose, co-author of *Buzz Your Book*
No-nonsense, take-charge advice.
Nancy Lindemeyer, founding editor, *Victoria* magazine
Essential.
Ellen Levine, editorial director, Hearst Magazines
For authors planning to go on the road, I recommend this book highly.
Sharon Kelly Roth, director, public relations, Books Co., Dayton
Valuable advice here for both the first-time author and the seasoned pro.
Douglas Clegg, co-author of *The Hour Before Dark* and *Buzz Your Book*
A treasure house of essential wisdom for any author seeking to publicize their work.
Sharon Salzberg, author of *Trusting Your Own Deepest Experience* and *Lovingkindness, the Revolutionary Art of Happiness*
About the Author
Jacqueline Deval is publisher of Hearst Books and has been a director of publicity for several publishing houses. She has created publicity and marketing campaigns for hundreds of authors of fiction and nonfiction, including Isaac Asimov, Margaret Atwood, Lawrence Sanders, Tony Brown, Stephen J. Cannell, Wilt Chamberlain, John Feinstein, Bill Geist, Nikki Giovanni, David Halberstam, Faye Kellerman, Dennis Lehane, Sidney Sheldon, and Alexandra Stoddard. She is the author of a novel, *Reckless Appetites*, for which she appeared on *The Today Show* and *Good Morning America*.