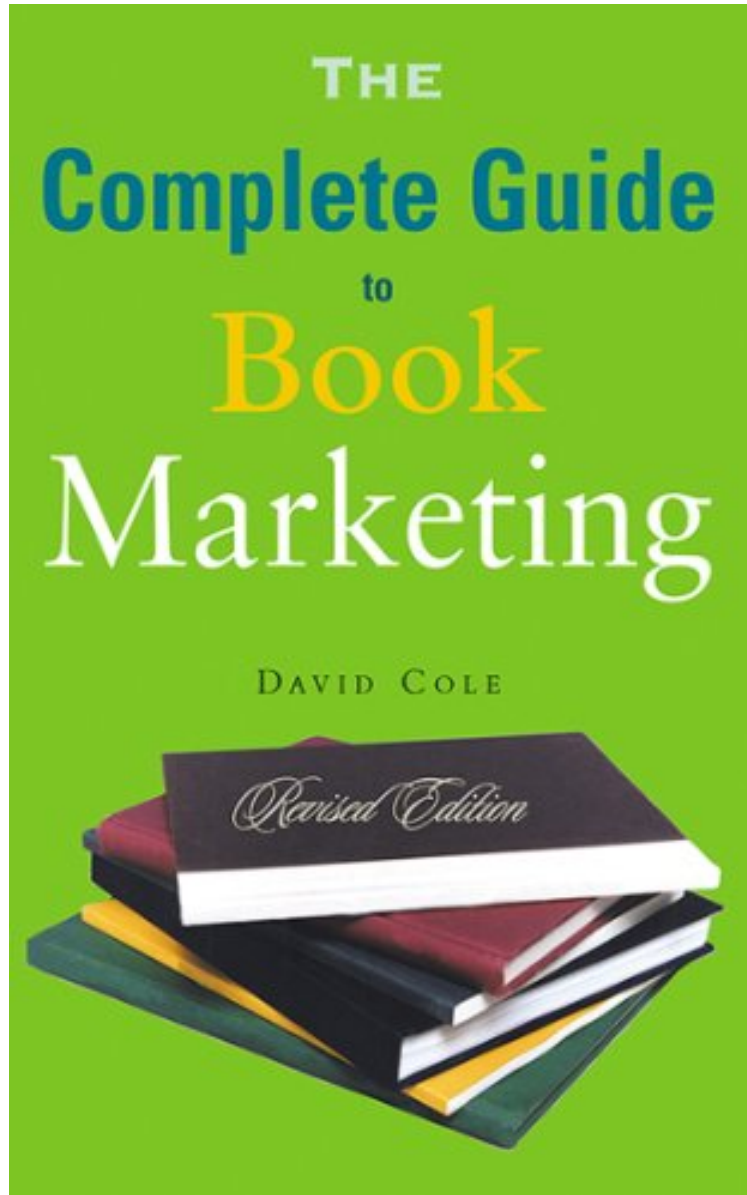


# The Complete Guide to Book Marketing

David Cole

DOC | \*audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#863670 in eBooks 2010-02-16 2010-02-16File Name: B002HRY0SM | File size: 65.Mb

**David Cole : The Complete Guide to Book Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Book Marketing:

3 of 3 people found the following review helpful. Good InfoBy MOCK66This book is full of good information. However, I have found that, in the publishing business, it is necessary to read/review a number of books on the subject of book publicity and marketing. Because each author has different takes on the industry and the process for getting

books sold, one needs to pick and choose ideas and advice from many different sources to come up with a cohesive picture of what the publishing business will "look like." Cole has some very good advice and some ideas to gain inroads to niche markets that have been quite helpful. But just like all of the other "how to market/promote your book" authors, his advice is not exhaustive. 1 of 1 people found the following review helpful. Good simple instructions on Book Marketing By Ryland Hawkins The beginning of the book really sets the tone and expanse of the book, namely that a book marketing strategy should select and find methods that result in a profitable book. Cole then lays out in a very simple and easy to follow and implement way how it all starts. Like how the cover of the book is important, something you need to think about before you print them--it ties into the sales. The handling of publicity and advertising and all towards getting sales of your book. Advertising needs to produce a certain affect and he tells you how. Very useful instruction to sell books. 4 of 4 people found the following review helpful. All-Around a Good Book By A Chicago Reader This book was helpful with sparking new ideas. It provided a well-rounded description of publishing, the interaction of distributors with sales reps, bookstores, chains, special sales, etc. It one thing it didn't really provide, at least not enough to my liking, was a detailed description of what goes into a press kit, how to write a press release, etc. If I gave this book to an entry-level person in publishing, I would feel like they need another resource to show them how to write a press release and marketing copy, how to put together a press kit, etc.

With an intense focus on strategy that won't be found in any other guide, this invaluable resource will be of immediate help to publishers, authors, and most anyone who wants to succeed in the publishing industry. Completely updated and expanded with an enhanced focus on selling outside traditional channels, *The Complete Guide to Book Marketing* features systematic, results-oriented approaches to reaching the largest amount of readers for the least amount of money. Readers will find no-nonsense advice for building a publishing identity, cultivating feedback from your audience, and implementing an effective publicity campaign. This new edition also features a brand-new section on marketing to the lucrative education market, as well as new information on e-book marketing, print-on-demand, and marketing backlist and reprint titles. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

"David Cole's straight-talking, clear-headed book about the basics of book marketing is valuable not only on its own but also as a complement to more pie-in-the-sky guides." -- Judith Appelbaum, author of *How to Get Happily Published*, managing director, Sensible Solutions, Inc "The Complete Guide to Book Marketing is an essential reference for anyone who wants to learn absolutely everything about how to sell books. If you publish, market, sell, or publicize books, you need this book close at hand." -- Tony Lyons, president and publisher, The Lyons Press "Without a doubt this is the best book on the subject. I'll be recommending it to all our clients and any publisher or author who wants to know more about marketing." -- Randall Beek, president, Consortium Book Sales Distribution As one who has read every book in the field and spent his career practicing the subject, I found David Cole's *The Complete Guide to Book Marketing* to be insightful and articulate. I've already put several tips to work on the job!" -- Robin Bartlett, director, market and business development, World Book Publishing From the Publisher Time for Team Work: David Cole Calls Upon Authors and Publishers to Combine Their Marketing Efforts When author Ronald Peters signed his first book with a mid-size publishing house, things looked great at first. Yet as soon as his book entered the marketing process, trouble arose. Peters felt that his publisher never did enough to promote his book. The publisher's marketing staff felt that Peters was nurturing unrealistic expectations towards their capacities. Hours were spent calming hurt feelings--time that no publisher or author can afford to waste, says David Cole. Cole is a prominent book marketing consultant and the author of *The Complete Guide to Book Marketing, Revised Edition*. He thinks that as publishers (and their authors) are competing with increasingly powerful media conglomerates, it is ever more important for the two to cooperate on marketing issues. His book helps both authors and publishers understand what works in today's competitive marketplace--and what each can do to maximize the marketing impact. Highlights of *The Complete Guide to Book Marketing, Revised Edition*: \* low-risk strategies for book marketing in a tight economy, such as marketing of reprints and back list titles \* real-life examples of successful marketing strategies from countless small and mid-level publishers \* strategies for breaking into the lucrative education market \* discusses book marketing within the context of the entire publishing enterprise \* special focus on e-book marketing and print-on-demand *The Complete Guide to Book Marketing, Revised Edition* features systematic and result-oriented approaches to reaching the largest possible markets while staying cost-effective. Chapters cover building a publishing identity; knowing your audience and cultivating feedback from them; creating an attractive book package; distributor partnerships; marketing to libraries; selling on the Internet and other non-bookstore sales; developing a strong public

relations strategy; and implementing an effective publicity campaign. About the Author The former marketing director of Nolo Press, author David Cole has more than 30 years of experience in publishing. He lives in Berkeley, CA.