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How to market books : the essential guide to maximizing profit and exploiting all channels to market

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Abstrak

How to Market Books, now in its fourth edition, has for many years been the place publishing professionals turn for advice on maximizing revenues and minimizing costs. This book provides the answers for the marketer whose job it is to sell and market books in today's increasingly competitive bookselling environment. Relevant to both new and veteran members of the publishing industry, How to Market Books explains best-practice ways to maximize marketing ROIs and deliver top-line growth. Written by Alison Baverstock, Senior Lecturer in Publishing Studies at Kingston University in the UK, the new edition includes: digital and online marketing: professional and STM publishing: leveraging international sales: and low-cost guerrilla marketing.