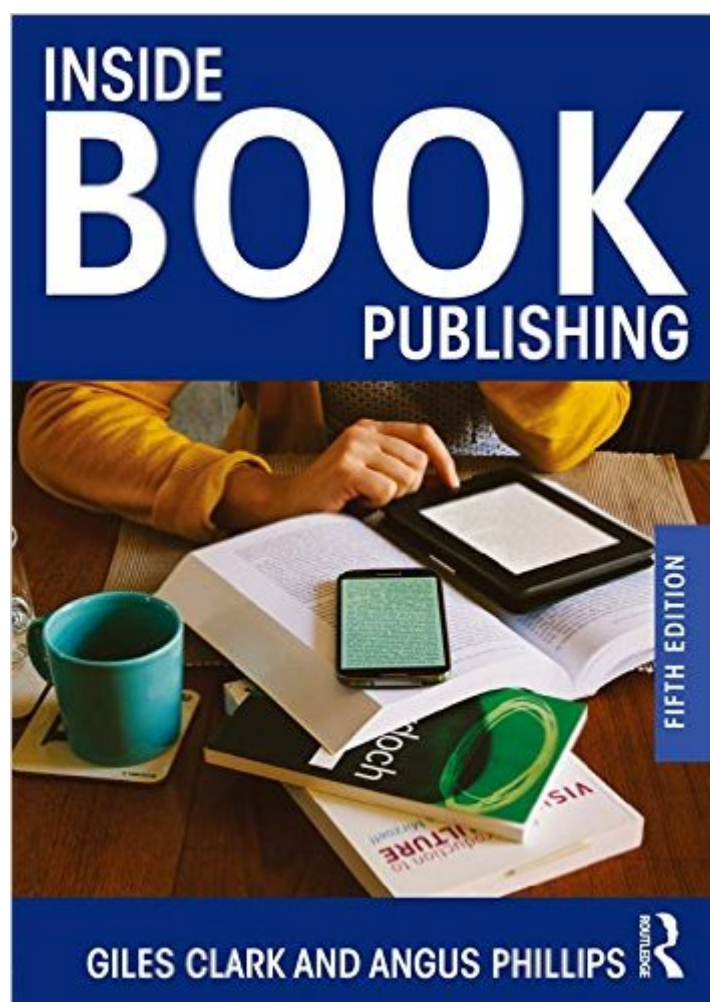


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# Inside Book Publishing



## Synopsis

Now in its fifth edition, Inside Book Publishing remains the classic introduction to the book publishing industry, being both a manual for the profession for over two decades and the bestselling textbook for students of publishing. This new edition has been fully updated to respond to the rapid changes in the market and technology. Now more global in its references and scope, the book explores the tensions and trends affecting the industry, including the growth of ebooks, self-publishing, and online retailing, and new business models and workflows. The book provides excellent overviews of the main aspects of the publishing process, including commissioning, product development, design and production, marketing, sales and distribution. The book remains essential reading for publishing students, those seeking a career in publishing, recent entrants to the industry, and authors seeking an insider's view. The accompanying website supports the book by providing up-to-date and relevant content.

## Book Information

File Size: 5865 KB

Print Length: 378 pages

Page Numbers Source ISBN: 0415537177

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 5 edition (June 27, 2014)

Publication Date: June 27, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00LC9DDQ6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #644,612 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #221

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Edition by Hartman Publishing Inc., Jetta Fuzy RN MS published by Hartman Publishing, Inc. (2006)  
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