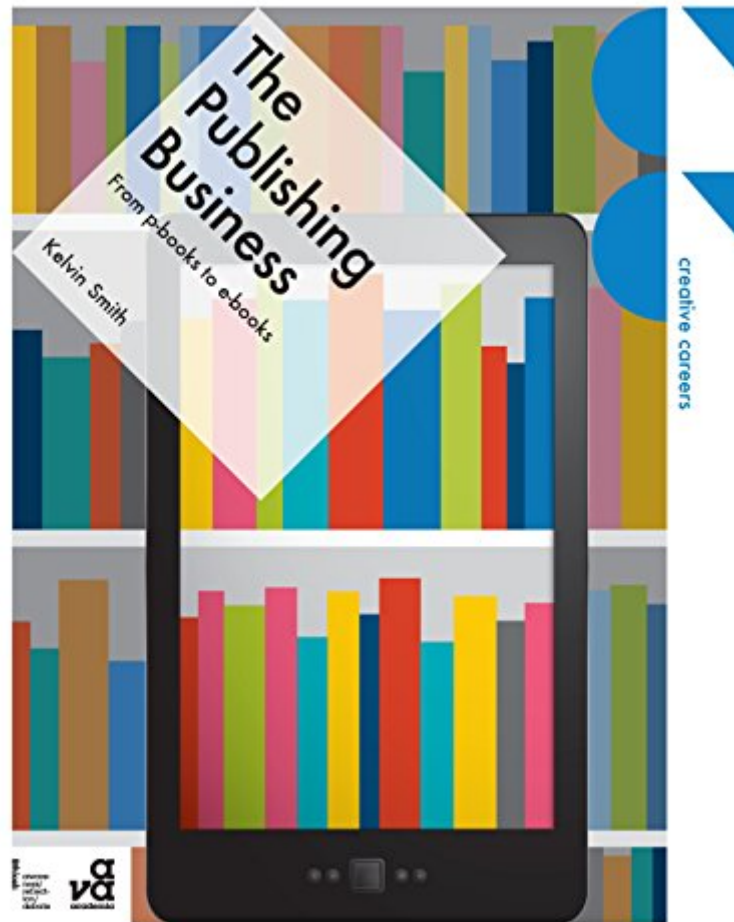


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# The Publishing Business: From P-books To E-books (Creative Careers)



## Synopsis

Publishing is undergoing a sea change. Technology has transformed the relationship between writers and readers and many people suspect that publishing as we know it can't survive. And yet, publishing remains a popular career choice for many creative graduates. The Publishing Business is an invaluable guide to understanding what book publishing is and what it might become. Using popular and current examples, Kelvin Smith demonstrates that to succeed, publishers must prove their commitment to producing accurate, attractive and well edited content, their ability to innovate pioneering digital technologies and their dedication to promoting their titles to new audiences. If your ambition is to succeed in the world of publishing, owning a copy of The Publishing Business is a must. Ideal for students wanting to discover which part of the publishing process is for them, and all those who wish to fully grasp the debates and industry developments revolutionising publishing today.

## Book Information

File Size: 64654 KB

Print Length: 210 pages

Page Numbers Source ISBN: 294041162X

Publisher: Fairchild Books; 1 edition (July 17, 2014)

Publication Date: July 17, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00L1ESVLY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #527,530 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #173

in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry #182 in Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications #261 in Books > Business & Money > Industries > Fashion & Textile

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here. In fact, over a period of five years, I think we have reviewed less than six books, and two of those reviews were editions of Mark Levine's Fine Print of Self-Publishing. Revealing this will probably alert readers of TIPM to the fact that we only review books within the business/education genre--specifically books on the business of publishing, the publishing industry, and, of course, self-publishing--and there is a shortage of really good books in this area. Take note; I said really good ones! In reality, there is actually an abundance of books about self-publishing and e-book publishing--some written by freewheeling marketers out to make a quick few dollars; many others are self-published, and are perfect examples of how not to self-publish! With so many changes in the industry, it is understandable that mainstream publishers have been reluctant to release books about the industry containing any definitive blueprints as to where the future lies. Kelvin Smith's The Publishing Business: From p-books to e-books, the first book published in AVA's Creative Careers series, makes no bold prophecies of the future, but, instead, seeks to bridge the gap for creative graduates between education and a first job in the industry. However, after reading the book, I couldn't help feeling that the book would be more suitable as a general accompaniment to a graduate or post-graduate course, rather than a book suitable for those making the step into the industry. Kelvin Smith does a fine job by including discussion questions at the end of each of the seven chapters, and many of those questions lead seamlessly to the next chapter.

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