

## *Penguin Buys Self Publishing Platform Author Solutions For*

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### **Penguin Buys Self Publishing Platform**

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### **Penguin buys self publishing platform author solutions for ...**

See on Scoop.it - All Things Bookish. From Digital Book World: In a bid to take a leading position in the growing self-publishing market, Penguin has acquired self-publishing platform Author Solutions from Bertram Capital, a San Mateo, Calif.-based venture-capital and private-equity...

### **Penguin Buys Self-Publishing Platform Author Solutions ...**

Penguin buys Author Solutions, Inc. for \$116 million in cash. Penguin takes leading position in fast-growing self-publishing market. Pearson, the world's leading learning company, is today announcing the acquisition of Author Solutions, Inc (ASI) from Bertram Capital for \$116 million in cash ...

### **News: Penguin buys Self-Publishing Company for \$116 ...**

Penguin already offers some self-publishing services through Book Country, its community writing platform, but the acquisition of Author Solutions reflects a new focus on the area. "This ...

### **Penguin buys self-publishing service Author Solutions for ...**

Penguin Random House has sold self-publishing company Author Solutions to an affiliate of Najafi Cos., a Phoenix-based private-equity firm. Dow Jones, a News Corp company.

### **Penguin Random House Sells Self-Publishing Company - WSJ**

Book publisher Penguin is embracing self-publishing with its acquisition of Author Solutions for \$116 million. The acquisition lets Penguin "gain skills in customer acquisition and data analytics that will be vital to our future," said Penguin CEO John Makinson in a statement.

### **Penguin buys self-publishing service Author Solutions for ...**

Book publisher Penguin is embracing self-publishing with its acquisition of Author Solutions for \$116 million. The acquisition lets Penguin "gain skills in customer acquisition and data analytics ...

### **Penguin buys self-publishing service Author Solutions for ...**

In the first significant investment by a major trade publisher in self-publishing, Pearson announced Thursday morning that it has acquired self-publishing service Author Solutions from Bertram Capital for \$116 million in cash (or a little more than one times sales). ASI, formed in 2007 from the ...

### **Penguin Acquires Self-Publishing Service Author Solutions ...**

Penguin Buys Self-Publishing Platform Author Solutions for \$116 Million "In a bid to take a leading position in the growing self-publishing market, Penguin has acquired self-publishing platform Author Solutions from Bertram Capital, a San Mateo, Calif.-based venture-capital and private-equity firm, for \$116 million.

### **News & Announcements 7/20/12 - Against The Grain**

Although Penguin said it was the first of the "big six" publishers to move into self-publishing, HarperCollins, through its Authonomy online writing community, does point writers towards Amazon's ...

### **Penguin moves into self-publishing | Books | The Guardian**

Self-Publishing Turns a Corner With Penguin Acquisition. Jeremy Greenfield ... is now also one of the largest self-publishing platforms in the world: Author Solutions has published about 190,000 ...

### **Self-Publishing Turns a Corner With Penguin Acquisition**

The official home of Penguin Books USA, publishers of bestselling fiction, nonfiction, classics, and children's books.

### **Penguin Books USA**

Penguin, owned by Pearson, merged with Random House, owned by German media group Bertelsmann, in 2013. Pearson sold the Financial Times in November. Self-publishing has been growing rapidly, with ...

### **Penguin Random exits self-publishing | Financial Times**

Penguin Books India in partnership with its US-based sister firm Author Solutions Inc Thursday introduced its self-publishing platform in India, opening up opportunities for aspiring writers who don't have enough means to get their books published. The new platform, called Partridge, will provide an ...

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