

Information for Authors

What happens next?

An important stage has been completed: Our print management team has completed the verification of your book project. In the meantime, the bibliographical data of your title will be made available to the bookselling industry. At the end of this process, your data will appear in the catalogues of various booksellers (such as amazon.com); however, for the time being without the front cover image or jacket text.

When will my book be available in the bookshops and on the Internet (amazon.com)?

We offer your title(s) to all the major book distributors in the USA and Europe. The editorial times of the catalogues of these book distributors vary. Depending on the wholesaler a bookseller works with, a title can be available a little sooner or later in the bookshop. **This can take 4-6 weeks.** This is the reason why your title may only be available from some bookstores at the beginning.

I noticed a few errors in the database of an online bookshop (i.e. wrong title, wrong author name, incorrect ISBN, wrong cover, etc.). What can I do?

Initially, you don't have to do anything. Errors of this kind are automatically corrected by the industry or us. If the error persists for more than 6 weeks, a short e-mail will be much appreciated. My title is available at online bookshops; however, it is not presented like some of the other books (cover illustration missing, no jacket text, etc.). A title in a book database "develops" gradually. Covers, jacket texts, etc., are added successively. It is almost like building a house that develops a little everyday—you will need to be patient. The Publisher and bookselling industry are just as concerned about the optimal presentation of your title as you are, and we work with the industry behind the scenes to deliver the best possible result.

Some online bookshops like amazon.com offer the possibility to publish reviews (customer assessments) on books. Is that useful? Is there anything that I can do to contribute to this?

Many people who buy books trust the opinion of others. From experience, we can say that positive reviews will have a significant effect on the sales figures of your book. So please do not hesitate to ask your friends, colleagues and acquaintances to write positive reviews of your work.

What else can I do to further promote the sales of my book?

A large number of specialist journalists are alerted of new titles by means of the various catalogues and may write a review. Of course, you can always inform journalists of the release of your book. If we receive requests from the press for review copies, we send free e-books to the appropriate person. In addition to that, word-of-mouth advertising is always positive.

I would like to know how many copies of my book have already been sold. Can you provide this information at any time?

Unfortunately this is not possible. Publishing houses report to their authors the number of copies sold within the framework of the annual settlement with the author. Intermediate information on sales figures cannot be provided due to the complexity of the process. This is because some of our titles are produced and shipped directly from the book distributor. We, also, only receive these figures in lengthy intervals. To other book distributors, we deliver directly. On top of that, there are special orders, deliveries to bookshops, remittance rights for several months up to one year depending on the sales channel, etc. Therefore, the buildup of the sales figures is only economically justifiable within the framework of the agreed routine.

Can I sell my book?

By ordering copies of your own book you can benefit from a **15% discount!** You are free to sell the additional copies and thus generate income. In case your book is written in German it is subject to price maintenance. So you, just like the entire bookselling industry, are obliged to adhere to the binding selling price in Germany. You should be aware of the tax-related implications of selling your books, as in such a case, you may be subject to the Industrial Code. Regardless of this, you can always give away the books you purchase with an author discount as gifts or presents.

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