



How to Market Books, Fourth Edition: The essential guide to maximizing profit and exploiting all channels to market

By Alison Baverstock

Kogan Page Limited/Viva Books, 2008. Softcover. Book Condition: New. First edition. How to Market Books has for many years been the place to turn for professionals in an industry charged with maximizing revenues and minimizing costs. In recent years the selling and marketing of books has come under more and more pressure. The industry has become dominated by the larger chains, new channels to market, and new players such as supermarkets. This book provides answers for the publishing professional whose job it is to market and sell books in today's increasingly competitive bookselling environment. Whether you are a marketing or sales director, manager or executive, How to Market Books shows you best-practice ways to maximize marketing's return on investment and deliver top-line growth for your publishing company. For all publishing staff, whatever their area of responsibility, for authors, booksellers, librarians and academics teaching publishing and related subjects, it is vital background reading. Key content includes: The different types of promotional format ? Writing effective copy and the layout of marketing materials ? Direct marketing ? Online marketing ? Successful PR and the media ? Advertising, promotions and events ? The marketing budget and low cost ? guerrilla? marketing Used throughout the...



READ ONLINE
[6.47 MB]

Reviews

A brand new e book with an all new standpoint. it was actually writtern very properly and beneficial. I am just very easily will get a satisfaction of studying a composed publication.

-- **Esperanza Pollich**

This ebook can be well worth a go through, and far better than other. Sure, it can be enjoy, continue to an interesting and amazing literature. I am just delighted to tell you that this is the greatest book i have got study within my personal daily life and could be he very best publication for actually.

-- **Miss Susana Windler DDS**

Other Books



[How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book](#)

McGraw Hill. Soft cover. Book Condition: Brand New. Dust Jacket Condition: No Dust Jacket. Brand New In Softcover Format, How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book. 1-1-3.



[Next 25 Years, The: The New Supreme Court and What It Means for Americans](#)

SEVEN STORIES PRESS, 2008. Paperback. Book Condition: New. A new, unread, unused book in perfect condition with no missing or damaged pages. Shipped from UK. Orders will be dispatched within 48 hours of receiving your order. Orders are dispatched Monday â" Friday....



[Cinderella: The Real Story: Red \(KS2\) A/5c](#)

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Cinderella: The Real Story: Red (KS2) A/5c, Jan Burchett, Sara Vogler, This title is part of Bug Club, the first whole-school reading programme to combine books with an online reading world to teach...



[The Golden Spinning Wheel, Op. 109 / B. 197: Study Score \(Paperback\)](#)

Petrucchi Library Press, United States, 2013. Paperback. Book Condition: New. 579 x 401 mm. Language: English . Brand New Book ***** Print on Demand *****.The composer worked on this symphonic poem from January to April of 1896. The title refers to a...



[Twitter Marketing Workbook: How to Market Your Business on Twitter \(Paperback\)](#)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



[Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...