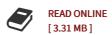




Plug Your Book! Online Book Marketing for Authors (Paperback)

By Steve Weber

Weber Books, United States, 2013. Paperback. Condition: New. 2nd ed. Language: English. Brand new Book. > Get massive exposure for your book, no special computer skills needed -- trade published or self published, fiction or nonfiction > Discover why authors fail with paid advertising, pay-per-click, fee-based reviews, and "bestseller" campaigns > Blog to connect with readers, driving them to Amazon and bookstores > Boost your visibility with Google, use MySpace for viral marketing > Ignite word of mouth with Web social networks > Capitalize on peer content and "amateur" book reviews Here's what the experts say about this book: "A wealth of ideas for making your book stand out, including many techniques for Internet buzz you won't find elsewhere." -- Jane Corn, Top Reviewer "I spent two years building up skills to market my books Earthcore and Ancestor online, and I can tell you right now that Plug Your Book would have saved me MONTHS of time. I bought this book just to make sure I wasn't missing anything, but it blew me away." -- Scott Sigler, # 1 bestselling author "An amazingly rich collection of cutting-edge promotional tactics and strategies. Makes most other books about online publicity look sickly."...



Reviews

This publication may be really worth a go through, and a lot better than other. It really is writter in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Natalie Abbott

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- Rene Olson