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Publishing for Profit: Successful Bottom-Line Management for Book Publishers

By Thomas Woll

Chicago Review Press, United States, 2010. Paperback. Book Condition: New. 4th Revised, Expanded ed.. 226 x 152 mm. Language: English . Brand New Book. Publishing is a rapidly changing business, and this readable and comprehensive reference is right in step—covering operations, financial, and personnel management as well as product development, production, and marketing. Written for the practicing professional just starting out or looking to learn new tricks of the trade, this revised and expanded fourth edition contains updated industry statistics and benchmark figures, features up-to-date strategies for creating new revenue streams, online marketing and sales, and e-book publishing, and provides new information about using financial information to make key management decisions. Highly practical forms and sample contracts are included for up-to-the-minute advice.

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