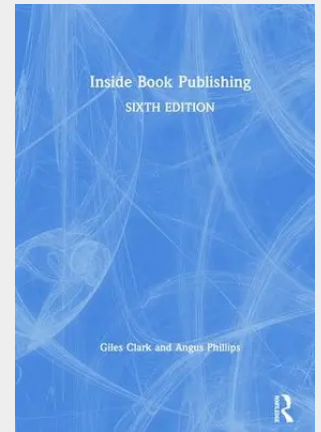


## Inside Book Publishing

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Now fully revised and updated for its sixth edition, Inside Book Publishing is the classic introduction to the book publishing industry. Giles Clark and Angus Phillips offer authoritative coverage of all sectors of the industry, from commercial fiction and non-fiction to educational publishing and academic journals. They reveal how publishers continue to adapt to a fast-changing and highly interconnected world, in which printed books have proved resilient alongside ebooks and the growth of audio. Major themes are explored, including the development of digital products and the use of social media in book marketing, as well as those that affect publishers' businesses, such as the rise of internet retailing; rental models for student textbooks; and open access, where academic content is free to the user. Case studies from industry experts give fascinating perspectives on topics such as crowdfunding, self-publishing and how authors can market themselves. The book provides excellent overviews of the main aspects of the publishing process: commissioning authors, product development, design and production, marketing, sales and distribution. As a manual for those in the profession and a guide for the potential publishers of the future, Inside Book Publishing remains a seminal work for anyone with an interest in the industry. It will also be of interest to authors seeking an insider's view of this exciting industry.



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