



# Navigating the Rough Waters of Today's Publishing World

Critical Advice for  
Writers from  
Industry Insiders

**By Marcia Meier**

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## What's happening in the publishing world today?

**...Plenty, and it's mostly turmoil.**

Publishing houses are struggling to meet the bottom line, and veer from one potential celebrity block buster to another, with what seems little thought of producing quality works. Independent bookstores are falling by the wayside while major newspapers turn away from reviewing the latest works. Online publication is emerging as a major influence in the world of journalism—the book publishing industry is not far behind. Meanwhile, there are fewer and fewer opportunities for new writers—or at least it seems that way.

*Navigating the Rough Waters of Today's Publishing World* offers a bright glimmer of hope for the aspiring new writer who wants to get published. In its pages you'll find the latest thinking on where publishing is going so you, the writer, can plot a course to success. Clearly this book's distinguishing factor is its roster of well-positioned industry insiders who know and understand the current state of publishing inside and out.

These insiders, (who's advice is augmented by the author's observations), cover these topics: fiction and nonfiction book publishing, packaging your book, working with agents, getting published in magazines and newspapers, online publication, and marketing and promotion.

### **The roster of all-star publishing house names includes:**

- Jeff Herman – Nonfiction literary agent, author of *Jeff Herman's Guide to Book Publishers*,
  - Editor and Literary Agents Elfrieda Abbe – publisher, *The Writer* magazine
    - David Ebershoff, Editor at Large, Random House
    - RedRoom.com founder Ivory Madison
    - Dan Poynter, Para Publishing
  - Ken Atchity of Atchity Entertainment International



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