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Titolo	The librarian's guide to micropublishing [[electronic resource]] : helping patrons and communities use free and low-cost publishing tools to tell their stories // Walt Crawford
Pubbl/distr/stampa	Medford, New Jersey, : Information Today, Inc., 2012
ISBN	1-283-37908-2 9786613379085 1-57387-884-7
Descrizione fisica	1 online resource (185 p.)
Disciplina	070.5/94
Soggetti	Libraries and publishing On-demand publications Libraries - Publishing - Computer programs Desktop publishing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Title Page""; ""Contents""; ""About the Website""; ""Chapter 1: Libraries and Micropublishing""; ""Defining Micropublishing""; ""Why Libraries Should Be Involved in Micropublishing""; ""Making the Most of Micropublishing""; ""Library: Publisher or Facilitator?""; ""Self-Publishing, Vanity Presses, and Micropublishing""; ""Walking the Talk: This Book and Micropublishing""; ""A Few Key Terms""; ""The Rest of This Book""; ""First Have Something to Say""; ""Chapter 2: Publishing and Micropublishing""; ""Steps in Book Publishing""; ""Whata€s Different in Micropublishing"" ""Whata€s Covered Here""""Whata€s Handled by Service Providers""; ""Dealing With Other Steps""; ""Micropublishing Worksa€?But Ita€s Not Magic""; ""Resources""; ""Chapter 3: The Low-Cost/No-Cost Approach""; ""Why Publishing Is Expensive""; ""Why Self-Publishing Is Expensive""; ""Back-End Savings From Micropublishing""; ""Low-Cost Assumptions""; ""No-Cost Alternatives""; ""When Cheap Can Turn Expensive""; ""Chapter 4: Dealing With Templates""; ""Why Use Styles?""; ""A Quick Introduction

to Templates"; "Elements of the Bk6pv Template"; "Modifying the Template"; "Alternative Approaches"
"The Basics""Just a Starting Point"; "Chapter 5: Typography and Layout"; "Basics and Norms"; "Choosing a Typeface for the Body"; "Choosing a Typeface for Headings"; "Chapter 6: Making It Look Better"; "Bad Breaks and Copyfitting"; "Character Styles: Making It Faster"; "Vertical Alignment"; "Too Much Trouble?"; "Alternative Approaches"; "Chapter 7: Front and Back Matter"; "Front Matter"; "Back Matter"; "That's It"; "Chapter 8: Cover, Copyright, and Other Matters"; "Creating a Cover"; "ISBN"; "Copyright and Creative Commons"; "Outsourcing"
"Chapter 9: PDFs and Providers""PDF Tips and Warnings"; "Putting the Project Together"; "Lulu vs. CreateSpace"; "Making a Book Using Lulu, Step by Step"; "Differences When Using CreateSpace"; "Chapter 10: Beyond Text Paperbacks"; "Hardcover Books"; "Other Bindings"; "Photos"; "Color and True Photo Quality"; "Ebooks"; "Chapter 11: Marketing and Publicity€and Making It Big"; "Helpful Tips for Marketing and Publicity"; "Some Useful Resources"; "Making It Big: Beyond Micropublishing"; "Chapter 12: Academic Libraries and Micropublishing: Ejournals in Print Form"
"Academic Libraries as Publishers""New OA Journals and Micropublishing"; "Chapter 13: Closing Thoughts"; "Publishers Still Matter"; "Library Roles and Community Support"; "The Writer's Needs"; "No Significant Compromise"; "Customizing the Templates"; "Paying Attention Page by Page"; "Passing It On"; "Other Libraries"; "Starting Small"; "Glossary"; "Bibliography"; "About the Author"; "Index"
