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Sommario/riassunto	Marketing in Publishing, offers a wealth of practical information on creative strategies to increase book sales in a competitive and rapidly-changing marketplace. It is the first comprehensive study in this area to be published since the ending of the Net Book Agreement. Patrick Forsyth, now a marketing consultant, draws in his many years' experience of the publishing industry to reinstate marketing firmly where it should be: as an integral and integrated part of the whole

marketing process. Marketing in Publishing gives expert guidance on
different elements of the mark
