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| Autore                  | Birn Robin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Descrizione fisica      | 1 online resource (171 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Altri autori (Persone)  | ForsythPatrick                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Disciplina              | 070.50688                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Soggetti                | Marketing<br>Publishers and publishing<br>Publishers and publishing - Great Britain<br>Publishers and publishing - Marketing - Great Britain<br>Books - Great Britain<br>Book Studies & Arts<br>Education<br>Social Sciences                                                                                                                                                                                                                                                                  |
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| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Nota di contenuto       | Book Cover; Title; Contents; List of figures; Acknowledgements; Foreword; Preface; Marketing in context; Setting a course; Action to promote sales; The personal touch; Managing distribution; Chips and change; Afterword; Index                                                                                                                                                                                                                                                             |
| 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

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