



Brainy Beginners Guide to Self-Publishing: Learn How to Make the Right Decisions and Publish an Outstanding Book

By michael n. marcus

Silver Sands Books. Paperback. Book Condition: New. Paperback. 427 pages. Dimensions: 8.9in. x 5.8in. x 1.1in. There are books about self-publishing for dummies and complete idiots. Dummies and idiots can't publish books, and probably shouldn't write them. This book is for smart writers -- but not necessarily geniuses -- who want to learn about self-publishing. It's also for people who like funny pictures of dogs wearing oversize eyeglasses. Bookstores are closing. Book publishers are firing employees and cutting back on new books. But the self-publishing business is doing extremely well, for four main reasons: (1) Advances in technology and falling costs have helped to remove middlemen between creative people and their audiences, and to equalize distribution. Tiny companies -- even one-person companies -- can have the image and impact of giant corporations. (2) Specialization and micro-ization have revolutionized many areas of commerce, ranging from breweries to broadcasters. (3) Online booksellers, particularly Amazon.com, make millions of books easily and economically available to millions of readers, worldwide. (4) Electronic eBooks are much less expensive to produce and distribute than books printed on paper. If you combine the four factors, the early 21st century is a great time to be a self-publishing author. Never before have...



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