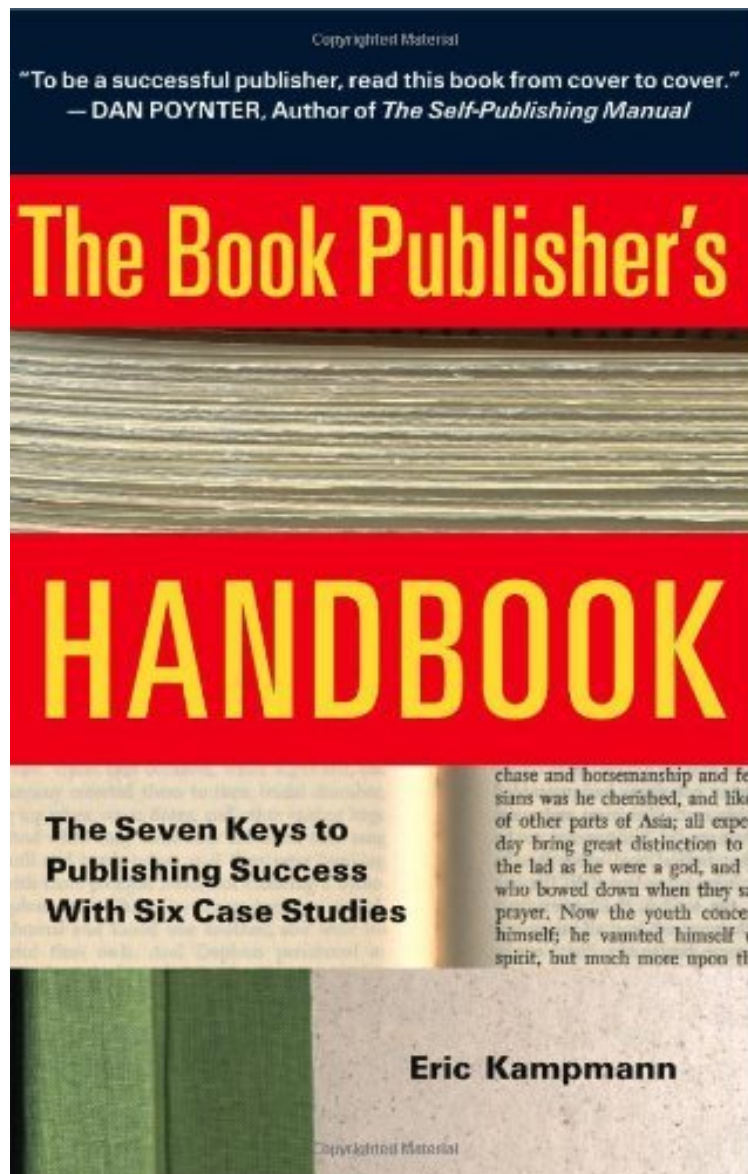


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Are you ready to be a publisher? Do you have all the keys? Now that you have made the decision to become a publisher, you must take the reins. You are the maestro, the coach, and the head cheerleader. To understand your new role, it is essential that you understand each key, each step of the process. No publisher should be without this highly readable, nuts-and-bolts guide to the ins and outs of book publishing. The Midpoint team has more than a century of combined book publishing experience, which will prove invaluable to all publishers, from seasoned professionals to those new to the game. The book concisely discusses the editorial process, design, printing, pricing, sales and distribution, marketing and publicity. It also includes success stories from authors, publishers, and others in the industry who relate the strategies that helped them rocket their books to bestseller status. After you have learned the elements of your trade, you will be prepared to take on the turbulent and challenging world of book publishing.

"[Trail Thoughts] is a powerful tool for established publishers as well as upcoming and would-be publishers. The book explains how technology played an important role in allowing publishing to become a vibrant business shifting from the traditional office setup to smart and stylish desktops accompanied by easy distribution, increase in retail space with bigger bookstores, growth of online booksellers, and the exposure the internet has given to new and smaller publishers. All this contributed to the expansion of the publishing business and the smaller publishers found it a great opportunity. The book outlines the key information in the form of seven keys which a new entrant needs to know at every level of book publishing. ... The book is supplemented with six real case studies which serve as eye-openers to smaller publishers and can help them become leading publishers. The book is a must-read for the industry professionals." -- Book Publishing Today, vol. II, no. 8, July 2008 From the Publisher "If you are just starting out as an author or self-publisher, The Book Publisher's Handbook will not only save you money, it will help you make money. Eric Kampmann has credibility because he is on the front line selling books every day." -Brian Jud, Author, Job Search 101 "Kampmann's wealth of knowledge provides the reader with everything they need to know about the confusing world of publishing. This book is worth a fortune to anyone seriously interested in the subject." -Michael Fragnito, Vice President, Editorial Director, Sterling Publishing "This book is full of invaluable sales and marketing insights that will help you compete in a tough marketplace. Eric Kampmann speaks from over 30 years of credible, hands-on experience not only as a sales director, but as one of the people truly responsible for originating and implementing the concept and reality of Master Distributors. Not many people can claim that distinction." -Tom Woll, President, Cross River Publishing Consultants, Inc.; Author, Publishing for Profit: Successful Bottom-Line Management for Book Publishers "This step-by-step guide will teach you everything you need to know about being a publisher. Novices and industry veterans alike will take away something valuable from this thorough, easy-to-read book." -Rick Frishman, President, Planned Television Arts; Author, Author 101 series About the Author Eric Kampmann has worked in book publishing since 1970 at Viking, St. Martin's, then Simon Schuster. He has worked with independent publishers since 1981. Eric is currently the President of Midpoint Trade Books, a sales and distribution company for independent publishers which he co-founded in 1996. Eric has also taught book publishing courses at Harvard, Columbia, Hofstra, and NYU. Margot Atwell has worked in publishing since 2003. She is also a freelance editor and book reviewer, and has written for publications such as Publishers Weekly, Publishing Perspectives, Moviefone, Five on Five, and Derbylife. She is a graduate of Smith College, where she founded and edited Labrys, a journal of art and literature.