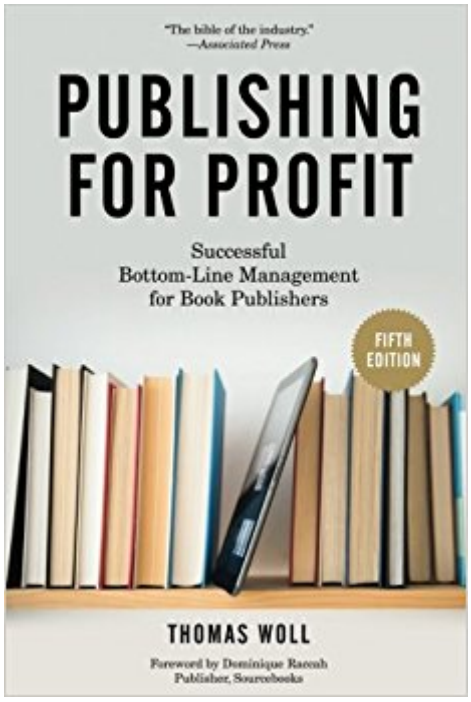
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Publishing For Profit: Successful Bottom-Line Management For Book Publishers



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Synopsis

Publishing in the 21st century is a rapidly changing business, and this highly readable and comprehensive reference covers it all: editorial acquisition and process, the importance of metadata, operations procedures, financial benchmarks and methods, and personnel management as well as product development, production, and sales and marketing. Written for the practicing professional just starting out or looking to learn new tricks of the trade, as well as self-publishers who want to understand the industry, this revised and expanded fifth edition contains updated industry statistics and benchmark figures, features up-to-date strategies for creating new revenue streams, approaches to online marketing and sales, key concepts of e-book publishing, and provides new information about using financial information to make key management decisions. A new title P & L that incorporates e-books is provided. Over 30 highly practical forms and sample contracts are also included for up-to-the-minute advice.

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I wish I had this book about six months ago. But I’m glad I found it. Publishing For Profit is a true bonanza of information, although a few portions may already be slightly dated given the fast pace of change in the publishing industry. There are plenty of books on self-publishing, some better than others. But there are few about running a publishing company as a business that really get at all the peculiarities of the industry. In addition to his easy-to-understand explanations, Mr. Woll offers plenty of editorial planning, title management, subsidiary rights management, budgeting and financial forms, as well as lots of tips and questions for a new publisher to consider, including sales and marketing--which he well understands are not the same things. Best of all, he doesn’t tread into waters that are not in his areas of expertise or which go beyond the purpose of his book, but does give plenty of resources. For example, he does not delve into contract language. His focus is on the business and management rather than the legal side of publishing--as his title suggests, Publishing For Profit: Successful Bottom-Line Management for Book Publishers.After reading this book, I understand better the difficulties of publishing. Before reading this book I certainly anticipated much

of what was discussed. And, while I found out that I am ahead of the game on some things, I also discovered I have a bit to learn on others--and, truth be told, was blindsided by some of the information. (The one thing I am really ahead on is our Author Questionnaire and that it will be required prior to signing a contract to publish a work. The example he provides is a good start, but it could be more comprehensive.)Most importantly, Mr. Woll's book has required me to reset some of my expectations and to have a longer horizon for certain things, as well as to anticipate the cash flow issues that necessarily arise due to the peculiarities of publishing (long payment terms that are standard in the industry, as well as the very real impact of a large amount of returns for oversold titles, for example; none of which we deal with in our industry/company). [I have owned a greeting card company for over a decade and am starting a publishing company to publish works of fiction and nonfiction.]Buying and reading this book will probably be one of the best investments a person could make in starting a new publishing venture. It will also be a "Go-To" guide for the future. If you are an established publisher, I suspect reading this book would breathe life into your company. However, if you are looking to simply get your own works in print, this is not the book for you. This book is written for those who intend to be a publisher, in the true sense of the word, as a company operated for profit that intends to publish the works of others.

Excellent book. I am a new publisher in the process of setting up my company. I've never run a publishing house before--much less any business--and Publishing for Profit explains the ins and outs in language that's easy to read and understand. I expect to refer to this book time and time again.

Old School. Doesn't address Indie publishing.

Excellent information, advice and templates. Worked in publishing over 15 years and I find this book very useful.

Great tool and resource

Fantastic book that covers all the essentials needed to successfully run a publishing house. It has changed the way I do my job. The book has great examples throughout the pages. I especially appreciated the P&L example.

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