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JERROLD R. JENKINS
and Anne M. Stanton

Publish To Win Smart Strategies To Sell Mores

Jerrold R. Jenkins, Anne M. Stanton



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advises publishers authors and readers on proper etiquette for everything from book parties Feel free to build a party around a theme in a book no matter how tacky and jacket photos You should not show off your new baby unless your book is about raising kids to book signings Just because an author has given you an autograph does not mean they want to become your pen pal and promotion by friends and relatives They should carry the book at all times on public transportation with the cover showing Both edifying and enjoyable Casanova Was a Book Lover fills a Grand Canyon sized void in the literature on literature It is indispensable for book enthusiasts who want to know the naked truth about reading writing and publishing

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