



Marketing Your Book: An Author's Guide: How to target agents, publishers and readers (Writing Handbooks)

Alison Baverstock

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Authors will benefit hugely from this practical book by seeing how effective they can be at helping to promote their own books.

Alison Baverstock encourages authors to work with publishers and agents

but also explains how to 'go it alone' for authors who plan to self

publish. The book covers: how

marketing works; what opportunities there are; how authors can help;

how to get noticed; how to get local publicity, organise a launch event

and keep the momentum going after publication. The book also provides authors with a real insight into the publishing process and contains illuminating interviews with everyone concerned: editors, marketing people and, most importantly, authors.

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