Non-traditional book publishing

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Abstract

Non-traditional book publishing, prospering on the Internet, now accounts for over eight times the output of traditional publishing. Non-traditional publishing includes books published by their authors and books representing the reuse of content, most of it not covered by copyright. The result is an heterogeneous, hyper-abundant contemporary book environment where the traditional mixes with the non-traditional and finding books that match a reader’s taste is more difficult than previously and may involve new methods of discovery.

Keywords

Self-Publishing; Publishing Industry

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Traditional publishing. If you have a publisher, the publisher organizes editing, proofreading, design, marketing, and distribution. Either a publisher approaches you and asks you to write a book for them, or you can approach the publishers and offer them your manuscript. Depending on the model & your particular situation, they might give you an advance while you’re working on the book. Non-fiction author Amy Shojai points out that the most frustrating part of traditional publishing is the timeline. It takes years to get a book done, and if another publisher is faster, your deal might be cancelled altogether. She also resents the lack of control authors have: “Unless your agent is very good, authors have little input into release date or even cover copy.”
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