

Recommended Reading List for Writers and Publishers

January 2012

BEFORE YOU WRITE THE BOOK.....

1) Read First:

Appelbaum, Judith. **How to Get Happily Published**. 5th ed.

2) Read one of these second, if you want to use a traditional publisher:

Lyon, Elizabeth. **Nonfiction Book Proposals Anybody Can Write**.

Larsen, Michael. **How to Write a Book Proposal**.

Seuling, Barbara. **Write a Children's Book and Get It Published**.

3) Then dig into this reference book at the library, looking up book publishers by the subject of your proposed book:

Writer's Market (Annual Update): 8,000 Editors Who Buy What You Write. Ed. Robert Lee Brewer and Chuck Sambuchino.

4) Throughout the process, immerse yourself in marketing issues, which should be thoroughly considered **before** you write the book:

Levinson, Jay Conrad, Rick Frishman & Michael Larsen. **Guerilla Marketing for Writers**. Writer's Digest Books. 2001.

Ross, Marilyn and Tom. **Jump Start Your Book Sales**.
Communication Creativity: Buena Vista, Colo. 1999.

Radke, Linda F. Ed. Salvatore Caputo and Sue Defabis. **Linda Radke's Promote Like a Pro: Small Budget, Big Show**.

Reiss, Fern. **Bestseller in Thirty Days. Publishing Game**.

--- The remaining books are all recommended by various members of the Arizona Book Publishing Association, of which I have been a member. I have used the ones in **bold** and learned from every one of them, especially when I decided to self-publish my third and fourth books.

Anderson, Chris. *The Long Tail: Why the Future of Business Is Selling Less of More*. Hyperion, 2006.

Appelbaum, Judith. How to Succeed in Publishing.

Aslett, Don and Carol Cartaino. *Get Organized, Get Published! 225 Ways to Make Time for Success*. Writer's Digest Books. 2001.

Basilere. *Successful Print Buying*.

Beach and Kinney. *Getting It Printed*.

Bell, Pat. *Pre-Publishing Handbook*. (out of print?).

Blanchard, Kenneth, PhD and Spencer Johnson, MD. *The One Minute Manager: The Quickest Way to Increase Your Own Prosperity*. Berkley Book, 1982.

Blanco, Jodee. *The Complete Guide to Book Publishing*.

Bowerman, Peter. The Well Fed Self-Publisher: How to Turn One Book into a Full Time Living.

Brandt. *Entrepreneuring: The Ten Commandments for Building a Growth Company*. 3rd ed. 1997.

Brownstone and Franck. *Compelte Self-Publishing Handbook*.

Cardoza, Avery. *The Complete Guide to Successful Publishing*. Union Square Publishing. 3rd ed. 2003.

Chase. *Calendar of Events and Holidays*. (Library, Online).

Colin, P.H. *Dictionary of Printing and Publishing*.

Deval, Jacqueline. *Publicize Your Book! An Insider's Guide to Getting Your Book the Attention It Deserves*. Berkley Publishing Group. 2003.

- Fey, Patricia. How to Write a Successful Book Proposal.
- FinderBinder. Updated annually. (Library, Online).
- Follett, Robert. How to Keep Score in Business: Accounting and Financial Analysis for NonAccountants. Fuller Publishing Co. (out of print?).
- Friedman, Thomas. The World Is Flat: A Brief History of the 21st Century. Picador, 2007.
- Gale's Directories. (Library, Online).
- Gerber, Michael E. The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It. (First published as The E-Myth, Harper Business, 1987).
- Gladwell, Malcolm. The Tipping Point: How Little Things Can Make a Big Difference. Back Bay Books, 2002.
- Godin, Seth. Purple Cow.
- Greco, Albert. The Book Publishing Industry. 2nd ed.
- Gross, Gerald C. Editors on Editing: What Writers Need to Know about What Editors Do
- Holt, Robert Lawrence. How to Publish, Promote and Sell Your Own Book: The Insider's Guide to Everything You Need to Know About Self-Publishing, from Pasteup to Publicity. St. Martin's Press, 1985.
- Huenefeld. Guide to Book Publishing. 6th ed.
- Hupalo, Peter. How to Start and Run a Small Book Publishing Company: A Small Business Guide to Self Publishing and Independent Publishing.
- Jassin. Copyright Permission and Libel Handbook.
- Jud. Brian. Beyond the Bookstore.

Kenly, Eric. *Getting It Printed: How to Work with Printers and Graphic Imaging Services to Assure Quality, Stay on Schedule and Control Cost.* 4th ed.

Kirsch, Jonathan. *Authors, Publishers, Editors and Agents Guide to the Book Contract,* 1998.

Kirsch, Jonathan. *Handbook of Publishing Law.* 2007.

Kishel, Gregory F. and Patricia Gunter Kishel. *How to Start, Run and Stay in Business.* John Wiley and Sons, 3rd ed. 1998.

Kremer, John. 1001 Ways to Market Your Books for Authors and Publishers. Open Horizons. 6th ed.2006.

Lesonsky, Rieva. *Sart Your Own Business: The Only Start-Up Book You'll Ever Need.* Entrepreneur Magazine, 2nd ed., 200.

Levitt, Steven D. and Stephen J. Dubner. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything. HarperCollins, 2005.

Locke, Christopher. *Gonzo Marketing.*

McCutcheon, Marc. *Damn! Why Didn't I Write That!* 2001.

Mankoff, Bob. *New Yorker Book of Literary Cartoons.*

Masterson, Pete. *Book Design and Production: A Guide for Authors and Publishers.* Éonix Publishing Group. 2005.

Morgenstern, Julie. *Making Work Work: New Strategies for Surviving and Thriving at the Office.* Simon and Schuster: 2004.

Morgenstern, Julie. *Organizing from the Inside Out.*

Naisbitt, John. *Megatrends.* 1988.

Neumeier, Marty. *The Brand Gap.*

O'Keefe. Steven. *The Complete Guide to Internet Publicity.*

Poynter, Dan. Self-Publishing Manual.

Reiss, Fern. Publish a Book in Thirty Days. Publishing Game.

- Ross, Marilyn and Tom. *The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, and Sell Your Own Book*. Writer's Digest Books. 2002. 4th ed.
- Rutledge, Patricia. *The Web Savvy Writer: Book Promotion with a High Tech Twist*. 2006.
- Staser, Steven. *MBA in a Day*.
- Surowiecki, James. *The Wisdom of the Crowd: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economics, Society and Nations*. Anchor, 2005.
- Suzanne, Claudia. *This Business of Books: A Complete Overview of the Industry from Concept through Sales*.
- Tracy, John. *How to Read a Financial Statement*. Wiley.
- Warren, Lissa. *The Savvy Author Guide to Publicity*.
- Weltman, Barbara. J.K. Lasser's *Tax Deductions for Your Small Business*. Macmillan. 3rd ed. 1999.
- Woodard, Cheryl. *Starting and Running a Successful Newsletter or Magazine*. NOLO.
- Woll, Thomas. *Publishing for Profit: Successful Bottom-Line Management for Book Publishers*. Chicago Review Press. 3rd ed. 2006.**
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Use the following sources for grammar, spelling, etc.:

Strunk, William B. and E.B. White. *Elements of Style*.

Thesaurus

Unabridged Dictionary

University of Chicago Press. *The Chicago Manual of Style*. 15th ed. 2003

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<http://www.publishingbasics.com/>

www.writersweekly.com

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