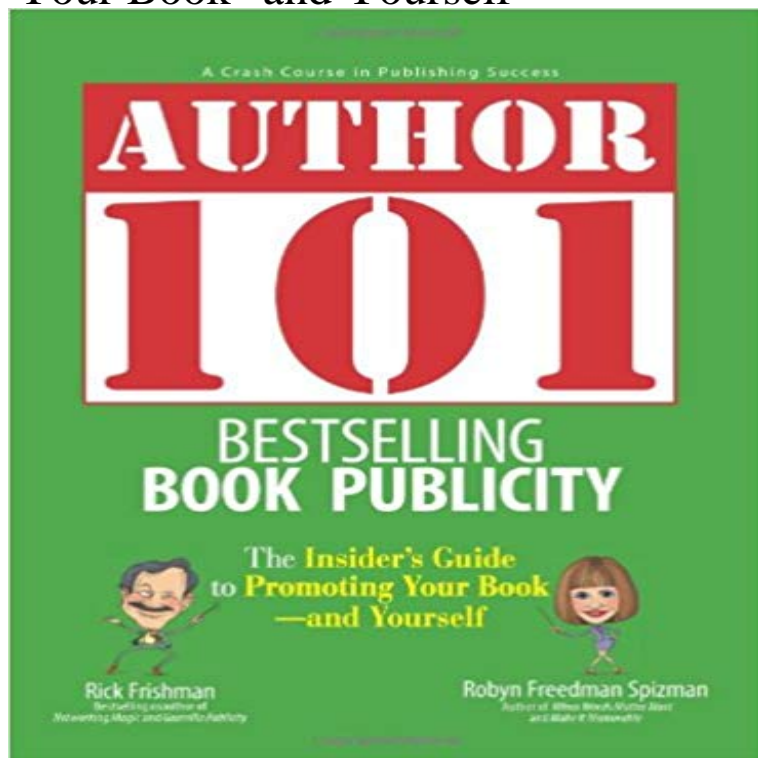


# Author 101 Bestselling Book Publicity: The Insiders Guide to Promoting Your Book--and Yourself



From the marketing genius of Rick Frishman and the publishing acumen of Robyn Freedman Spizman comes the next book in the most comprehensive writing reference set on the market. These masters of promotion and publicity take readers behind the scenes, showing them how to work with publishers and agents to market their books the best way possible. This comprehensive guide offers advice and insight about every stage of the publishing world. Frishman and Spizman both bring decades of experience and insight to this instructional series. Each chapter will offer a different lesson, complete with definitions and a review of the materials, bringing readers through the process one step at a time. Through testimonials and commentary, this book lets authors, agents, and publishers alike show you the things you should and shouldn't do in promoting your book.

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