



The Publishing Business (Creative Careers)

Kelvin Smith

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Publishing is undergoing a sea change. Technology has transformed the relationship between writers and readers and many people suspect that publishing as we know it can't survive. And yet, publishing remains a popular career choice for many creative graduates. *The Publishing Business* is a modern guide to the publishing process. It explores how publishing is adapting to the digital culture, describes current roles and practices, and provides much food for thought on how publishers can ensure their skills remain relevant in the digital age.

Using popular and current examples, Kelvin Smith demonstrates that to succeed, publishers must prove their commitment to producing accurate, attractive and well edited content, their ability to innovate pioneering digital technologies and their dedication to promoting their titles to new audiences.

If your ambition is to succeed in the world of publishing, owning a copy of *The Publishing Business* is a must. It is an invaluable guide to understanding what book publishing is and what it might become. Ideal for students wanting to discover which part of the publishing process is for them, and all those who wish to fully grasp the debates and industry developments revolutionising publishing today.

Beautifully designed, thoroughly illustrated and packed with examples of publishing practice, this book launches AVA's Creative Careers series, the first stop for creative graduates looking to bridge the gap between academia and their first job in the creative industries.

Key features

A unique publication, illustrated in full colour, with recognisable and up-to-date visuals throughout. Includes diagrams such as budget breakdowns, 'How to make a bestseller', a closer look at new publishing media, 'Creating a brand for a series' and workflows for every major department in a modern publishing house.

Gives you the opportunity to explore the world of publishing further through recommended reading, case studies, online resources, discussion questions and activities. Also includes a glossary of key publishing terms.

Case studies: Bertelsmann and Random House; Amazon and EBSCO; Frankfurt Book Fair; A guide for dummies; Horrible Histories; Print and digital at the university presses; Persephone Books.

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