

Book Commissioning and Acquisition

Gill Davies



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Since its first publication, this essential guide to book commissioning has established itself as the one and only 'must-read' for any successful editor, and the core training text used both within publishing houses and on publishing courses worldwide.

In this new edition, Davies concentrates on the essential skills of commissioning, as well as other editorial challenges such as handling new lists following mergers and takeovers, and the demands of digital technology. New case-studies have been added which illustrate the commercial and practical problems that editors must address in today's complex and demanding marketplace.

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