




Print-on-Demand Book Publishing: A New Approach To Printing And Marketing Books For Publishers And Self-Publishing Authors

Morris Rosenthal

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The third major update of this guide to starting your own publishing business was released in November, 2013. The main focus is on self publishing, but it also applies to start-up imprints. The goal is to make sure that authors and publishers understand their options, the competition (trade publishers) and the underlying costs and benefits of starting a publishing business. Since the first edition of this book was published a decade ago, the recommended business model has shifted from Lightning Source and Ingram to CreateSpace and Kindle.

The basic business model of the trade publishing industry remained largely unchanged between the Great Depression and the turn of the Millennium. Print a lot of books, try to get them reviewed so that stores would stock them on consignment, advertise, then hope that they don't come back as returns. Small imprints and self-publishers were reduced to begging distributors to accept their titles at discounts of 60% or more, and were expected to accept returns in any condition and quantity.

Print-on-demand book publishing, combined with short-discount distribution and Amazon's dominant bookstore, is turning the publishing business on its head. For the first time, authors are finding that they can launch their own publishing businesses and earn more from their writing than they would with a major trade publisher. Small imprints can invest their scarce resources in acquiring, designing and promoting new titles, rather than gambling on tons of books that cost money to keep in inventory.

This book details how authors and publishers alike can use POD to cut costs and increase profits, while reaching new readers through Amazon and the Internet. The eBook version of this title is free to buyers of the printed edition through Amazon's Matchbook program.

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