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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 an invaluable guide to understanding what book publishing is and what it might become. 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. 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.

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