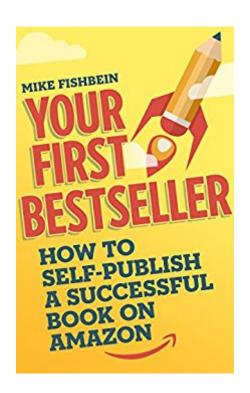
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Synopsis

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Book Information

File Size: 3036 KB

Print Length: 160 pages

Page Numbers Source ISBN: 1519774028

Simultaneous Device Usage: Unlimited

Publication Date: December 20, 2015

Sold by: A Digital Services LLC

Language: English

ASIN: B018A2PU5Y

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #251,825 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #117 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct #249 in Books > Business & Money > Marketing & Sales > Marketing > Direct #612 in Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides > Writing Skills

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In this book, Mike Fishbein has successfully explained and share tips on the three key components in the book business, namely how to write, how to publish and how to market. The contents are comprehensive, yet not overwhelming and presented in an easy-to-read style. I like the summary section or key takeaways of every chapters and the 29-step checklist is very valuable. As a writer of more than 15 books, Mike knows his stuff. His writings have been featured in popular sites like Entrepreneur and Huffington Post. Chapter 1 begins with the most important step that all writers will face... how to overcome the obstacles of getting started. Chapter 2 deals with the top common mistake that all writers will be guilty of. Writing topics or contents that we love, not necessarily what the market needs. As for the rest of the chapters, I can go on to say all the good stuff but it would be much beneficial if you just read the book. In conclusion, this book would adequately equipped you with the necessary knowledge and action plan to get you to become a best seller in the exciting world of book publishing. Highly recommended.

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