

press release

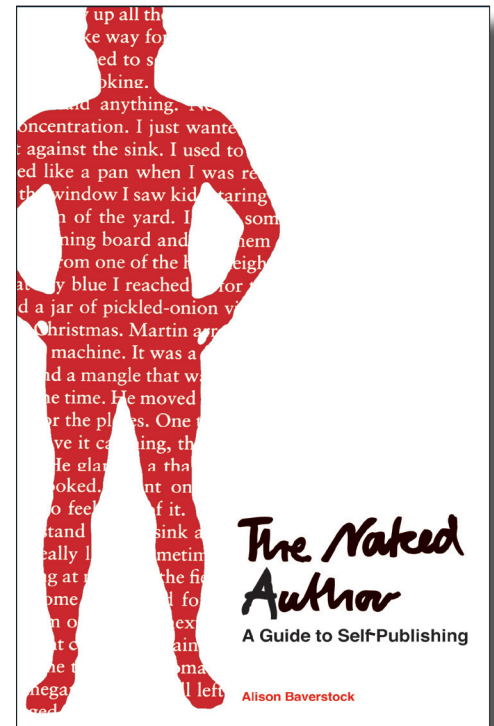
Self-publishing: the dignified guide

The Naked Author

A Guide to Self-Publishing

by Alison Baverstock, 6th October 2011
ISBN 9781408139820, £14.99, paperback

- An objective and empowering look at the world of self-publishing, and the first by a professional publisher
- A comprehensive and pragmatic guide to the many new resources and options available
- An ideal resource for established and aspiring writers, encouraging and enabling you to take your work seriously



Jane Austen did it. Charles Dickens did it. And so did Mark Twain. A host of other well-known writers have made the decision to invest their own resources in their writing, and now today's authors are signing up to do the same. This is a trend that will run and run.

For too long, self-publishing has been viewed as a poor second to a commercial publishing deal. But the two are different things, and there are reasons for writing (and self-publishing) other than making money. For example, there's the satisfaction of completing something; the increased objectivity to be gained through seeing work in a (semi-)finished format on the path to possible submission; the powerful scope it offers for collecting and organising thoughts and memories into one precious, and bequeathable, format.

Contrary to popular opinion, there is no single process that is 'self-publishing,' and this book will advise you on the range of companies and services available- and on how to create a professional product. New digital technology, falling production costs, and new bespoke publishing solutions have contributed to self-publishing becoming a viable, acceptable and creatively satisfying option for both new and established writers.

Whatever your reasons for considering self-publishing (and there can be many) *The Naked Author* is a fine, and the first, guide to both philosophy and process.

ABOUT THE AUTHOR: Alison Baverstock is Course Leader for MA Publishing at Kingston University. A former publisher, she has written widely about the industry, including *How to Market Books* (Kogan Page, 16 languages, four editions) and *Is there a book in you?* (A&C Black). *The Naked Author* (Bloomsbury) is published on 6th October 2011.

If you would like to interview Alison Baverstock or discuss a feature for your publication, contact Sophia Blackwell at sophia.blackwell@bloomsbury.com or call 020 7631 5000

To order, contact Macmillan Distribution Ltd on 01256 302699 or email direct@macmillan.co.uk.
To order online, visit www.bloomsbury.com

Bloomsbury Publishing PLC, 50 Bedford Square, London
t: 020 7758 0200 ~ f: 020 7758 0222
www.bloomsbury.com



B L O O M S B U R Y