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## Book Marketing & Promotion: A Handbook of Good Practice

by  
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This handbook provides a compendium of practical advice on all aspects of book marketing and promotion for publishers, particularly those in the developing world. It aims to assist not only publishers - especially small publishers with limited resources - but it will also prove to be valuable for use by research institutions, NGOs, and other non-profit organizations with publishing activities. Additionally, it will be helpful to booksellers who are keen to improve their marketing and publicity skills.

**Part 1** of the book provides an overview of current practice in book marketing and includes chapters on planning and costing a marketing campaign, the different types of promotional material and formats, and provides practical tips and techniques for successful copywriting. Other sections are devoted to promoting books to libraries, bookshops and the retail trade, and to the academic and educational markets; selling by direct mail and building up mailing lists; attending book fairs and exhibitions; reaching review media and publicity outlets, and entering titles in the major bibliographic services and databases. It also includes a special chapter on Intra-African book trade, export marketing, and the market for African books in the countries of the North. The two final chapters in part 1 are devoted to marketing on the Internet, together with an annotated listing 'The Best of the Web: Some Recommended Web Sites and Resources'.

A number of model forms, checklists, and other documentation are interspersed with the text to provide illustrative examples of good practice.

**Part 2** deals with overseas distribution, order fulfilment for export markets, arranging distribution and representation. Additionally, it includes a chapter on buying and selling rights, licensing, and co-publishing.

**Part 3** of the book consists of a series of case studies devoted to current practice and procedures in book marketing in Africa: three commissioned chapters reflecting the experience in East, West, and Southern Africa; and, for comparison, case studies from India and South Asia, and North America. The case studies have been contributed by leading book professionals from these regions, and there is also a separate case study setting out the marketing experience of the Oxford-based African Books Collective Ltd.

**Part 4** of the handbook comprises a wide variety of resource materials, including an annotated listing of major review and publicity outlets; directories and other reference tools of the trade; mailing list resources; mailing list suppliers; a directory of organizations; and a listing of some major international book prizes and awards.

An extensive **Glossary** provides details of almost 400 terms that will be met in book marketing and related areas, as well as including some of the most frequently used high-profile words relating to the new information and communication technology and the Internet.

An **Annotated Bibliography** provides information about a range of books and manuals which are recommended for further reading.

An **Index** completes the volume.

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Resources permitting, a complimentary distribution to appropriate developing country institutions will be made in response to requests on a first come, first served basis.

[A pilot edition will be published in July for trialling during a marketing workshop at the Zimbabwe International Book Fair, but this pilot version will not be available for commercial sale.]