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*Jacqueline Deval*

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Jacqueline Deval

For first-time authors or the seasoned pro, this is the absolutely essential how-to for getting publicity.

This indispensable guide from a book publicity insider offers everything authors must know to assist their publishers in publicizing, marketing, and promoting their books, including:

- Effective networking
- Defining a target readership
- Creating pitches for talk shows
- Getting media coverage
- Utilizing the Internet and other outlets
- Preparing for interviews and tours
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