



Literary Publicity: The Final Chapter

Joseph Marich

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For both new and established writers who want to create and execute a publicity plan, *Literary Publicity: The Final Chapter* is an refreshing source for obtaining the desired media coverage for promoting your work. With all the new venues for publishing, it describes the channels available to writers today, and how they can get local, regional, or national media attention. The book explains differences between media roles, and teaches readers how to view their product in the same manner as the media, then plan the most effective publicity plan accordingly. Tips on how to write for presentation, and how to create the necessary collateral material for all types of media outlets, are enthusiastically presented.

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