Non-traditional book publishing

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Abstract

Non-traditional book publishing, prospering on the Internet, now accounts for over eight times the output of traditional publishing. Non-traditional publishing includes books published by their authors and books representing the reuse of content, most of it not covered by copyright. The result is an heterogeneous, hyper-abundant contemporary book environment where the traditional mixes with the non-traditional and finding books that match a reader’s taste is more difficult than previously and may involve new methods of discovery.

Keywords

Self-Publishing; Publishing Industry

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What is traditional publishing or trade publishing? Traditional publishing refers to the established system of getting a book deal, which involves submission to agents over a period of time, usually a number of rejections and then (hopefully) being accepted. Then the agent will submit the manuscript to publishers with usually a number of rejections and then (hopefully) a contract is signed. This is what traditional publishing excels at and what their model is primarily designed to facilitate. Sales reps go around the stores and make it very easy for book buyers to select books they like and pay later on one invoice per publisher minus any returns. Books are usually in the store for a month and only remain if they are perennial sellers.
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