



PA Guide to Export (Paperback)

By Peter Newsom, Jason Craig

The Publishers Association, United Kingdom, 2011. Paperback. Condition: New. 2nd Revised ed.. Language: English . Brand New Book ***** Print on Demand *****.The PA Guide to Export is designed to provide book publishers with a blueprint for the planning and execution of a successful export strategy. It aims to provide an introduction to the principles and practices of exporting books as well as advice on selecting sales agencies and managing them to maximise their effectiveness. Its focus is on the principles of selling books in international markets outside North America (though where Canadian rights are held by the UK publisher, selling to Canada follows the same principles as any other major Commonwealth market). This guide is aimed at all publishers, but especially at small and medium-sized companies that may have limited experience of navigating the complexities of today's international book markets.

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