

CULTURE. BUSINESSES ACROSS THE WORLD ARE HAVING TO FACE UP TO HOW THEY REMAIN RELEVANT IN THE CHOPPY WATERS OF THE DIGITAL OCEAN. IN AN ERA WHERE A YouTube STAR GETS MORE DAILY IMPRESSIONS THAN NIKE, COCA-COLA AND WALMART COMBINED, TRADITIONAL MARKETING AS WE KNOW IT IS DEAD. THE END OF MARKETING REVOLUTIONIZES THE WAY BRANDS, AGENCIES AND MARKETERS SHOULD APPROACH MARKETING. FROM HOW DONALD TRUMP WON THE AMERICAN PRESIDENCY USING SOCIAL MEDIA AND WHY KIM KARDASHIAN IS ONE OF THE WORLD'S BIGGEST ONLINE BRANDS, THROUGH TO THE IMPACT OF BOTS AND AUTOMATION, THIS BOOK WILL TEACH YOU ABOUT NEW FEATURES AND EMERGING PLATFORMS THAT WILL ENGAGE CUSTOMERS AND EMPLOYEES. DISCOVER BOLD CONTENT IDEAS, HEAR FROM SOME OF THE WORLD'S LARGEST BRANDS AND CONTENT CREATORS AND FIND OUT HOW TO BUILD SMARTER PAID-STRATEGIES, GUARANTEED TO HELP YOU DOMINATE YOUR MARKETS. THE END OF MARKETING EXPLAINS THAT NO MATTER HOW EASY IT IS TO REACH POTENTIAL CUSTOMERS, THE KEY RELATIONSHIP BETWEEN BRAND AND CONSUMER STILL NEEDS THE HUMAN TOUCH. LEARN HOW TO PUT 'SOCIAL' BACK INTO SOCIAL MEDIA AND CLAIM BRAND RELEVANCY IN A WORLD WHERE ALGORITHMS DOMINATE, ORGANIC REACH IS DWINDLING AND CONSUMERS DON'T WANT TO BE SOLD TO, THEY WANT TO BE ENGAGED.

THE NEW MARKETING CHERYL BURGESS 2020-07-27 IN OUR HYPER-CONNECTED WORLD THAT IS CHANGING AT WARP SPEED, MARKETERS RECOGNIZE THE NEED TO SHIFT FROM TRADITIONAL MARKETING METHODS TO A NEW WAY THAT CAN HELP THEM BETTER NAVIGATE THE UNPREDICTABLE ENVIRONMENT. FOR TRADITIONALISTS, THIS CHANGE HAS POSED A CHALLENGE. MANY HAVE TRIED TO INCORPORATE NEW APPROACHES INTO THE OLD MODELS THEY GREW UP WITH, ONLY TO BE FRUSTRATED WITH THE RESULTS. FROM THE BESTSELLING AUTHORS OF THE SOCIAL EMPLOYEE, AND LINKEDIN LEARNING COURSE AUTHORS, COMES A POWERFUL NEW TEXTBOOK THAT CRACKS THE MARKETING CODE IN OUR HYPER-FOCUSED DIGITAL AGE. THE NEW MARKETING, WITH CONTRIBUTIONS SPANNING CMO TRAILBLAZERS TO MARTECH DISRUPTORS, BEHAVIORAL ECONOMICS LUMINARIES AT YALE TO LEADING MARKETING THINKERS AT KELLOGG AND WHARTON, IS A GPS FOR NAVIGATING IN A DIGITAL WORLD AND MOVES THE CRAFT OF MARKETING THROUGH THE FORCES OF MARKETING TRANSFORMATION. WE CAN'T PREDICT THE FUTURE. BUT OUR GOAL IS TO HELP MAKE MASTERS/MBA STUDENTS AND MARKETING PRACTITIONERS FUTURE-READY AND SUCCESSFUL.

GET YOUR BOOK SELLING ON APPLE BOOKS MONICA LEONELLE 2021-07-13 IN THIS BOOK YOU'LL FIND: WHAT APPLE BOOKS CARES ABOUT FAR MORE THAN THE OTHER RETAILERS (AND HOW TO USE THIS TO YOUR ADVANTAGE) HOW THE AUDIOBOOK MARKET HAS SPARKED RENEWED INTEREST FROM APPLE BOOKS HOW TO GET MERCHANDISED AT APPLE BOOKS (AS THIS IS A SLIGHTLY TRICKIER PROCESS THAN OTHER RETAILERS) KEY METADATA OPTIMIZATIONS THAT HELP PEOPLE FIND YOUR BOOKS IN THEIR SEARCH ENGINES IMPORTANT ASPECTS OF THE APPLE BOOKS APP THAT WILL HELP READERS DISCOVER YOUR CONTENT WHAT APPLE BOOKS WANTS FROM AUTHORS (STATED DESIRES + THINGS I'VE SURMISED)

LOVED MARTINA LAUCHENGO 2022-04-12 MOST TECH COMPANIES GET MARKETING WRONG BECAUSE THEY DON'T KNOW HOW TO DO PRODUCT MARKETING RIGHT. THE NEXT IN THE BESTSELLING SVPG SERIES, **LOVED** SHOWS WHAT LEADERS LIKE APPLE, NETFLIX, MICROSOFT, AND SALESFORCE DO WELL AND HOW TO APPLY IT TO TRANSFORM PRODUCT MARKETING AT YOUR COMPANY. THE BEST PRODUCTS CAN STILL LOSE IN THE MARKETPLACE. WHY? THEY ARE BEATEN BY PRODUCTS WITH STRONGER PRODUCT MARKETING. GOOD PRODUCT MARKETING IS THE DIFFERENCE BETWEEN "ALSO-RAN" PRODUCTS VERSUS PRODUCTS THAT LEAD. AND YET, PRODUCT MARKETING IS WIDELY MISUNDERSTOOD. ALTHOUGH IT INCLUDES SEGMENTING CUSTOMERS, POSITIONING YOUR PRODUCT, CREATING PRODUCT COLLATERAL, AND SUPPORTING SALES TEAMS, GREAT PRODUCT MARKETING ACHIEVES MUCH MORE. IT DIRECTS THE BEST WAY TO BRING YOUR PRODUCT TO MARKET. IT SHAPES WHAT THE WORLD THINKS ABOUT YOUR PRODUCT AND CATEGORY. IT INSPIRES OTHERS TO TELL YOUR PRODUCT'S STORY. PART OF THE BESTSELLING SERIES INCLUDING **INSPIRED** AND **EMPOWERED**, **LOVED** EXPLAINS THE FUNDAMENTALS OF BEST-IN-CLASS PRODUCT MARKETING FOR PRODUCT TEAMS, MARKETERS, FOUNDERS AND ANY LEADER WITH A PRODUCT AND A VISION. SHARING HER PERSONAL STORIES AS A FORMER PRODUCT AND MARKETING LEADER AT MICROSOFT AND NETSCAPE, AND AS AN ADVISOR TO SILICON VALLEY STARTUPS, VENTURE CAPITALIST, AND UC BERKELEY ENGINEERING GRADUATE SCHOOL LECTURER, MARTINA LAUCHENGO DISTILLS DECADES OF LESSONS GLEANED FROM WORKING WITH HUNDREDS OF COMPANIES TO MAKE **LOVED** THE DEFINITIVE GUIDE TO MODERN PRODUCT MARKETING. WITH DOZENS OF STORIES FROM THE TRENCHES OF MARKET LEADERS AS WELL AS NEWER STARTUPS WITH PRODUCTS JUST BEGINNING THEIR JOURNEY, THE BOOK SHOWS YOU: THE CENTRALITY OF PRODUCT MARKETING TO ANY PRODUCT'S SUCCESS THE KEY SKILLS AND ACTIONS REQUIRED TO DO IT WELL THE FOUR FUNDAMENTALS OF PRODUCT MARKETING AND HOW TO APPLY THEM HOW TO HIRE, LEAD, AND ORGANIZE PRODUCT MARKETING HOW PRODUCT MARKETERS OPTIMIZE CRUCIAL COLLABORATION WITH OTHER FUNCTIONS ONE-SHEET FRAMEWORKS, TOOLS AND AGILE MARKETING PRACTICES THAT HELP SIMPLIFY AND ELEVATE PRODUCT MARKETING **LOVED** IS AN INVITATION TO RETHINK TIRED NOTIONS OF PRODUCT MARKETING AND PRACTICE A MORE DYNAMIC, CUSTOMER AND MARKET-CENTRIC VERSION THAT CREATES RAVING FANS AND HELPS PRODUCTS ACHIEVE THEIR FULL MARKET POTENTIAL.

ALL MARKETERS ARE LIARS SETH GODIN 2005 TOUAREG, WHICH IS VIRTUALLY THE SAME CAR. WE BELIEVE THAT \$225 PUMAS WILL MAKE OUR FEET FEEL BETTER-AND LOOK COOLER-THAN \$20 NO-NAMES . . . AND BELIEVING IT MAKES IT TRUE. SUCCESSFUL MARKETERS DON'T TALK ABOUT FEATURES OR EVEN BENEFITS. INSTEAD, THEY TELL A STORY. A STORY WE WANT TO BELIEVE. THIS IS A BOOK ABOUT DOING WHAT CONSUMERS DEMAND-PAINTING VIVID PICTURES THAT THEY CHOOSE TO BELIEVE. EVERY ORGANIZATION-FROM NONPROFITS TO CAR COMPANIES, FROM POLITICAL CAMPAIGNS TO WINEGLASS BLOWERS-MUST UNDERSTAND THAT THE RULES HAVE CHANGED (AGAIN). IN AN ECONOMY WHERE THE RICHEST HAVE AN INFINITE NUMBER OF CHOICES (AND NO TIME TO MAKE THEM), EVERY ORGANIZATION IS A MARKETER AND ALL MARKETING IS ABOUT TELLING STORIES. THIS IS A POWERFUL BOOK FOR ANYONE WHO WANTS TO CREATE THINGS PEOPLE TRULY WANT AS OPPOSED TO COMMODITIES THAT PEOPLE MERELY NEED.

PUBLISHING E-BOOKS FOR DUMMIES ALI LUKE 2012-09-11 PUBLISH, MARKET, AND SELL YOUR OWN E-BOOK ALTHOUGH CREATING AN E-BOOK SEEMS FAIRLY STRAIGHTFORWARD, IT IS NOT. YOU NEED TO SELECT AND CREATE A VARIETY OF FORMATS THAT WILL BE READ ON A VARIETY OF E-READER DEVICES--AND MARKET AND SELL YOUR BOOK IN A VARIETY OF WAYS. BEFORE YOU TAKE THE PLUNGE, GET THIS PRACTICAL GUIDE. WITH CLEAR INSTRUCTION AND SENSIBLE ADVICE, IT WILL HELP YOU NAVIGATE THE OFTEN CONFUSING, TIME-CONSUMING, AND COSTLY WORLD OF SELF-PUBLISHING AN E-BOOK. THE BOOK GIVES YOU SOLID MARKETING TIPS FOR SELLING YOUR E-BOOK, INCLUDING USING BLOGGING AND SOCIAL MEDIA AND HOW TO BUILD AN ONLINE PLATFORM. IT ALSO DISCUSSES KEY TECHNOLOGIES YOU'LL ENCOUNTER, INCLUDING SMASHWORDS, iBOOKS AUTHOR, AMAZON, MICROSOFT WORD, OPEN OFFICE, CALIBRE, WORDPRESS, E-JUNKIE, AND OTHERS. HELPS READERS NAVIGATE THE CONFUSING, TIME-CONSUMING, AND OFTEN COSTLY WORLD OF SELF-PUBLISHING AN E-BOOK PROVIDES BOTH TECHNICAL HOW-TO'S AS WELL AS SOLID MARKETING ADVICE ON HOW TO SELL YOUR E-BOOK USING FACEBOOK, TWITTER, GOODREADS, AND OTHER SOCIAL MEDIA SITES COVERS ESSENTIAL TECHNOLOGIES, SUCH AS SMASHWORDS, iBOOKS AUTHOR, AMAZON, MICROSOFT WORD, OPEN OFFICE, CALIBRE, WORDPRESS, AND E-JUNKIE EXPLORES E-BOOK DEVICES, INCLUDING KINDLE, KOBO, SONY READER, NOOK, IPAD, AND OTHER TABLETS DELVES INTO THE NITTY-GRITTY OF E-BOOK FORMATS BEFORE YOU SELF-PUBLISH YOUR E-BOOK, START FIRST WITH PUBLISHING EBOOKS FOR DUMMIES.

INSPIRED MARTY CAGAN 2017-11-17 HOW DO TODAY'S MOST SUCCESSFUL TECH COMPANIES--AMAZON, GOOGLE, FACEBOOK, NETFLIX, TESLA--DESIGN, DEVELOP, AND DEPLOY THE PRODUCTS THAT HAVE EARNED THE LOVE OF LITERALLY BILLIONS OF PEOPLE AROUND THE WORLD? PERHAPS SURPRISINGLY, THEY DO IT VERY DIFFERENTLY THAN THE VAST MAJORITY OF TECH COMPANIES. IN **INSPIRED**, TECHNOLOGY PRODUCT MANAGEMENT THOUGHT LEADER MARTY CAGAN PROVIDES READERS WITH A MASTER CLASS IN HOW TO STRUCTURE AND STAFF A VIBRANT AND SUCCESSFUL PRODUCT ORGANIZATION, AND HOW TO DISCOVER AND DELIVER TECHNOLOGY PRODUCTS THAT YOUR CUSTOMERS WILL LOVE--AND THAT WILL WORK FOR YOUR BUSINESS. WITH SECTIONS ON ASSEMBLING THE RIGHT PEOPLE AND SKILLSETS, DISCOVERING THE RIGHT PRODUCT, EMBRACING AN EFFECTIVE YET LIGHTWEIGHT PROCESS, AND CREATING A STRONG PRODUCT CULTURE, READERS CAN TAKE THE INFORMATION THEY LEARN AND IMMEDIATELY LEVERAGE IT WITHIN THEIR OWN ORGANIZATIONS--DRAMATICALLY IMPROVING THEIR OWN PRODUCT EFFORTS. WHETHER YOU'RE AN EARLY STAGE STARTUP WORKING TO GET TO PRODUCT/MARKET FIT, OR A GROWTH-STAGE COMPANY WORKING TO SCALE YOUR PRODUCT ORGANIZATION, OR A LARGE, LONG-ESTABLISHED COMPANY TRYING TO REGAIN YOUR ABILITY TO CONSISTENTLY DELIVER NEW VALUE FOR YOUR CUSTOMERS, **INSPIRED** WILL TAKE YOU AND YOUR PRODUCT ORGANIZATION TO A NEW LEVEL OF CUSTOMER ENGAGEMENT, CONSISTENT INNOVATION, AND BUSINESS SUCCESS. FILLED WITH THE AUTHOR'S OWN PERSONAL STORIES--AND PROFILES OF SOME OF TODAY'S MOST-SUCCESSFUL PRODUCT MANAGERS AND TECHNOLOGY-POWERED PRODUCT COMPANIES, INCLUDING ADOBE, APPLE, BBC, GOOGLE, MICROSOFT, AND NETFLIX--**INSPIRED** WILL SHOW YOU HOW TO TURN UP THE DIAL OF YOUR OWN PRODUCT EFFORTS, CREATING TECHNOLOGY PRODUCTS YOUR CUSTOMERS LOVE. THE FIRST EDITION OF **INSPIRED**, PUBLISHED TEN YEARS AGO, ESTABLISHED ITSELF AS THE PRIMARY REFERENCE FOR TECHNOLOGY PRODUCT MANAGERS, AND CAN BE FOUND ON THE SHELVES OF NEARLY EVERY SUCCESSFUL TECHNOLOGY PRODUCT COMPANY WORLDWIDE. THIS THOROUGHLY UPDATED SECOND EDITION SHARES THE SAME OBJECTIVE OF BEING THE MOST VALUABLE RESOURCE FOR TECHNOLOGY PRODUCT MANAGERS, YET IT IS COMPLETELY NEW--SHARING THE LATEST PRACTICES AND TECHNIQUES OF TODAY'S MOST-SUCCESSFUL TECH PRODUCT COMPANIES, AND THE MEN AND WOMEN BEHIND EVERY GREAT PRODUCT.

PRINCIPLES OF MARKETING JOHN F. TANNER, JR.

THE STARTUP OWNER'S MANUAL STEVE BLANK 2020-03-17 MORE THAN 100,000 ENTREPRENEURS RELY ON THIS BOOK. THE NATIONAL SCIENCE FOUNDATION PAYS HUNDREDS OF STARTUP TEAMS EACH YEAR TO FOLLOW THE PROCESS OUTLINED IN THE BOOK, AND IT'S TAUGHT AT STANFORD, BERKELEY, COLUMBIA AND MORE THAN 100 OTHER LEADING UNIVERSITIES WORLDWIDE. WHY? THE STARTUP OWNER'S MANUAL GUIDES YOU, STEP-BY-STEP, AS YOU PUT THE CUSTOMER DEVELOPMENT PROCESS TO WORK. THIS METHOD WAS CREATED BY RENOWNED SILICON VALLEY STARTUP EXPERT STEVE BLANK, CO-CREATOR WITH ERIC RIES OF THE "LEAN STARTUP" MOVEMENT AND TESTED AND REFINED BY HIM FOR MORE THAN A DECADE. THIS 608-PAGE HOW-TO GUIDE INCLUDES OVER 100 CHARTS, GRAPHS, AND DIAGRAMS, PLUS 77 VALUABLE CHECKLISTS THAT GUIDE YOU AS YOU DRIVE YOUR COMPANY TOWARD PROFITABILITY. IT WILL HELP YOU: AVOID THE 9 DEADLY SINS THAT DESTROY STARTUPS' CHANCES FOR SUCCESS USE THE CUSTOMER DEVELOPMENT METHOD TO BRING YOUR BUSINESS IDEA TO LIFE INCORPORATE THE BUSINESS MODEL CANVAS AS THE ORGANIZING PRINCIPLE FOR STARTUP HYPOTHESES IDENTIFY YOUR CUSTOMERS AND DETERMINE HOW TO "GET, KEEP AND GROW" CUSTOMERS PROFITABLY COMPUTE HOW YOU'LL DRIVE YOUR STARTUP TO REPEATABLE, SCALABLE PROFITS. THE STARTUP OWNERS MANUAL WAS ORIGINALLY PUBLISHED BY K&S RANCH PUBLISHING INC. AND IS NOW AVAILABLE FROM WILEY. THE COVER, DESIGN, AND CONTENT ARE THE SAME AS THE PRIOR RELEASE AND SHOULD NOT BE CONSIDERED A NEW OR UPDATED PRODUCT.

PRINCIPLES OF MARKETING GARY M. ARMSTRONG 2018 AN INTRODUCTION TO MARKETING CONCEPTS, STRATEGIES AND PRACTICES WITH A BALANCE OF DEPTH OF COVERAGE AND EASE OF LEARNING. PRINCIPLES OF MARKETING KEEPS PACE WITH A RAPIDLY CHANGING FIELD, FOCUSING ON THE WAYS BRANDS CREATE AND CAPTURE CONSUMER VALUE. PRACTICAL CONTENT AND LINKAGE ARE AT THE HEART OF THIS EDITION. REAL LOCAL AND INTERNATIONAL EXAMPLES BRING IDEAS TO LIFE AND NEW FEATURE "LINKING THE CONCEPTS" HELPS STUDENTS TEST AND CONSOLIDATE UNDERSTANDING AS THEY GO. THE LATEST EDITION ENHANCES UNDERSTANDING WITH A UNIQUE LEARNING DESIGN INCLUDING REVISED, INTEGRATIVE CONCEPT MAPS AT THE START OF EACH CHAPTER, END-OF-CHAPTER FEATURES SUMMARISING IDEAS AND THEMES, A MIX OF MINI AND MAJOR CASE STUDIES TO ILLUMINATE CONCEPTS, AND CRITICAL THINKING EXERCISES FOR APPLYING SKILLS.

ZERO TO ONE PETER THIEL 2014-09-16 #1 NEW YORK TIMES BESTSELLER • "THIS BOOK DELIVERS COMPLETELY NEW AND REFRESHING IDEAS ON HOW TO CREATE VALUE IN THE WORLD."--MARK ZUCKERBERG, CEO OF META "PETER THIEL HAS BUILT MULTIPLE BREAKTHROUGH COMPANIES, AND ZERO TO ONE SHOWS HOW."--ELON MUSK, CEO OF SPACEX AND TESLA THE GREAT SECRET OF OUR TIME IS THAT THERE ARE STILL UNCHARTED FRONTIERS TO EXPLORE AND NEW INVENTIONS TO CREATE. IN **ZERO TO ONE**, LEGENDARY ENTREPRENEUR AND INVESTOR PETER THIEL SHOWS HOW WE CAN FIND SINGULAR WAYS TO CREATE THOSE NEW THINGS. THIEL BEGINS WITH THE CONTRARIAN PREMISE THAT WE LIVE IN AN AGE OF TECHNOLOGICAL STAGNATION, EVEN IF WE'RE TOO DISTRACTED BY SHINY MOBILE DEVICES TO NOTICE. INFORMATION TECHNOLOGY HAS IMPROVED RAPIDLY, BUT THERE IS NO REASON WHY PROGRESS SHOULD BE LIMITED TO COMPUTERS OR SILICON VALLEY. PROGRESS CAN BE ACHIEVED IN ANY INDUSTRY OR AREA OF BUSINESS. IT COMES FROM THE MOST IMPORTANT SKILL THAT EVERY LEADER MUST MASTER: LEARNING TO THINK FOR YOURSELF. DOING WHAT SOMEONE ELSE ALREADY KNOWS HOW TO DO TAKES THE WORLD FROM 1 TO N, ADDING MORE OF SOMETHING FAMILIAR. BUT WHEN YOU DO SOMETHING NEW, YOU GO FROM 0 TO 1. THE NEXT BILL GATES WILL NOT BUILD AN OPERATING SYSTEM. THE NEXT LARRY PAGE OR SERGEY BRIN WON'T MAKE A SEARCH ENGINE. TOMORROW'S CHAMPIONS WILL NOT WIN BY COMPETING RUTHLESSLY IN TODAY'S MARKETPLACE. THEY WILL ESCAPE COMPETITION ALTOGETHER, BECAUSE THEIR BUSINESSES WILL BE UNIQUE. **ZERO TO ONE** PRESENTS AT ONCE AN OPTIMISTIC VIEW OF THE FUTURE OF PROGRESS IN AMERICA AND A NEW WAY OF THINKING ABOUT INNOVATION: IT STARTS BY LEARNING TO ASK THE QUESTIONS THAT LEAD YOU TO FIND VALUE IN UNEXPECTED PLACES.

HOW TO MAKE, MARKET AND SELL EBOOKS - ALL FOR FREE JASON MATTHEWS 2013-09-09 "...THE BEST BOOK, HANDS DOWN FOR ANY AUTHOR LOOKING TO SELF-PUBLISH." "...A REFRESHING CHANGE FROM THE HARD-SELL TYPE OF INTERNET MARKETING I'D BEEN EXPOSED TO PREVIOUSLY." "I WOULD HAVE GIVEN THIS BOOK 10 STARS IF I COULD!" "...A MUST-HAVE FOR ANYONE WHO ASPIRES TO SELF PUBLISH." "NOW HAVING READ MANY MORE ON THE SUBJECT (THERE ARE MANY), I CAN SAY WITHOUT QUESTION THIS IS THE BEST ONE." "YOUR ONE-STOP GUIDE FOR EVERYTHING SELF-PUBLISHING. SAVE TIME, MONEY, ENERGY AND SELL EBOOKS. DISCOVER THE BEST WAYS TO: MAXIMIZE SOCIAL MEDIA AND ONLINE PLATFORM. CREATE A PROFESSIONAL BLOG SITE. DESIGN EBOOK COVERS. FORMAT AND UPLOAD FOR AMAZON, SMASHWORDS, BARNES & NOBLE, APPLE AND OTHER RETAILERS. CONVERT DOCUMENTS TO ANY FORMAT (EPUB, MOBI, PDF AND MORE). CREATE A PROFESSIONAL WEBSITE. RISE WITH SEO (SEARCH ENGINE OPTIMIZATION) IN GOOGLE-BING RANKINGS. SELL FROM YOUR OWN SITES WITH A SYSTEM THAT RUNS ON AUTOPILOT. MAKE PAPERBACKS. USE PR (PUBLIC RELATIONS) TO DRIVE TRAFFIC TO YOU, AND MUCH MORE. PLUS YOU CAN DO ALL THESE THINGS FOR FREE! PACKED WITH INFORMATION, EXAMPLES, OVER 250 LINKS TO SITES AND SOFTWARE TO ACCOMPLISH GOALS AT RETAILERS AND YOUR OWN WEBSITES. SIMPLE ENOUGH FOR BEGINNERS AND RELEVANT TO EXPERTS WHO COULD USE EXTRA GUIDANCE. LIKE TEN BOOKS IN ONE, THE ONLY SOURCE FOR EVERYTHING TO SUCCEED. UPDATED FOR 2013. SUBJECTS: SELL EBOOKS, EBOOK BUSINESS, PUBLISH EBOOKS, SELF-PUBLISHING, WRITERS, WRITERS REFERENCE, WRITING, E-PUBLISHING, BOOK MARKETING, KINDLE, INDIE AUTHORS