



## How to Make Real Money Selling Books (without Worrying About Returns): A Complete Guide to the Book Publishers World of Special Sales (Paperback)

By Brian Jud

Square One Publishers, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. The worldwide book market generates almost \$90 billion annually, and more than half of those sales are made in non-bookstore outlets such as discount stores, airport shops, gift stores, supermarkets, and warehouse clubs. How to Make Real Money Selling Books provides a proven strategy for selling books to these enterprises. You will learn about developing a product strategy, conducting test marketing, contacting prospective buyers, promoting your product, selling to niche markets, and much, much more.



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