



**Publishing Guidebook: Editing Writing Reference,
writing, editing branding, marketing: The
Essential Manual of Working With Words-Charts,
Checklists, Resource ... outlines, writing
references_1 of _3)**

Kathleen Bush

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Journalism Guidebook/Publishing Handbook. Publishers, writers and marketing people will benefit from the checklists and grids in this manual. In fact, anyone who works with words will benefit from this manual—business owners, executives, students, office managers, writers, et al. The editing and treatment checklists will enhance the essential aspects of business communiqué and the delivery of quality word-products. It provides font and typography terms as well as graphic and page layout terms. It has pre-flight, mid-flight and post-flight checklists, that enhance proofing and editing skills.

The Essence of Publishing is geared toward, however, those who work with writing, editing, branding and marketing on a daily basis. It's created to improve the written word, at a glance. It's created to be a "quick and dirty" reference guide in that it prompts all proofers to double-check some easily overlooked "mistakes."

The e-book industry, particularly, on Amazon's Kindle, is revolutionizing the world as we know it. It's not only making "dreams come true" for Indie writers to self-publish, but is putting vital information in the hands of billions. Social entrepreneurs are changing the world and the leaders in the e-book industry are charging forward at the speed of light. The more they upload to the worldwide web, the more cash-flow generated. This manual cuts proofing/editing time significantly, allowing more time to make money, while still enhancing the end product. E-book marketing outlines included, too.

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Jeremy Bryant:

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