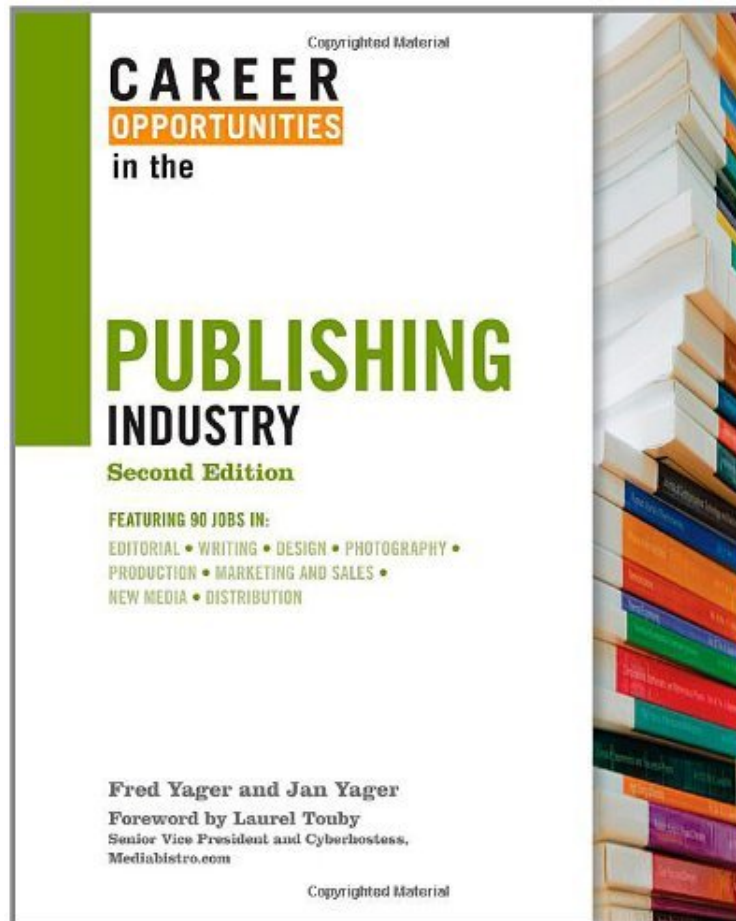


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Career Opportunities in the Publishing Industry

Fred Yager, Jan Yager, Foreword by Laurel Touby
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Career Opportunities in the Publishing Industry explores 80 jobs in publishing, covering a wide range of opportunities such as writing, editing, design, printing, selling, publicity, advertising, marketing, and distribution. Three sections

thoroughly cover book publishing, newspaper publishing, and magazine publishing. An Industry Outlook section guides readers through projected trends in publishing, and extensive appendixes offer useful websites, a listing of schools and associations, and other helpful sources of information.

From Publishers Weekly Despite corporate consolidation and the proliferation of leg-up grad programs, journalism and publishing retain their guild-like patinas. Former AP correspondent and novelist Fred (Cyber) teams with spouse Jan, a Macmillan and Grove vet, to produce this overview of the fourth estate for prospective entrants. The two also founded an independent press, Hannacroix Creek books, in 1996, and thus write from a perspective outside of the main fray. They divide the book by the subtitle's three industries, detailing title hierarchies, salary ranges, prerequisites, advancement prospects and membership organizations for 86 different jobs, from senior editor and marketing director to news assistant and novelist. It's all by-the-numbers ("Sometimes Book Publicists get approval from their company to give a certain amount of money to an outside Publicist on behalf of an author or his or her book") and straightforward. A foreword by AAP president and CEO Patricia Schroeder begins with a declaration about the death of publishing (prematurely announced) and ends with familiar advice ("If you're primarily motivated by a need to make a lot of money, the publishing industry may not be for you") and the characterization of publishing people as those who "care about the culture." Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "...a great source for exploring career options in the publishing field...recommended..." - American Reference Books Annual "...another winner in the careers field...essential information for job seekers...well-written...a librarian's dream...Recommended..." - Choice --Choice About the Author Fred Yager is a member of the Writers Guild of America, has had several screenplays optioned, and has spent two years as a full-time screenwriter. He worked as a reporter, entertainment writer, and critic for the Associated Press and as an editor for the Fox Evening News. He currently writes, edits, and produces business videos for a major financial services corporation. Jan Yager is a writer, editor, and publisher whose career has led her to all aspects of publishing. Author of 20 nonfiction and fiction titles, she has founded a small publishing business and has been interviewed on numerous major TV and radio talk shows. Her other books for Facts On File/Checkmark Books include *Sleeping Well* with Michael J. Thorpy, and *Career Opportunities in the Film Industry* with Fred Yager.