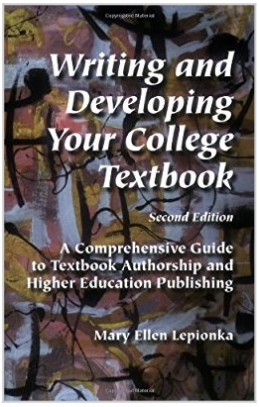

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By Mary Ellen Lepionka

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Editorial Review

Review
In only a few years a great deal has changed in academic publishing, and only part of that change has been in available and applicable technologies. In this edition, practitioner and consultant Lepionka explains current developments in digitization, wiki-textbooks and pricing, but also concentrates on textbook writing, such as setting learning objectives to develop the entire textbook package, and adds more links to resources, practical authoring tools and examples. She reviews the industry and how it publishes textbooks, then covers proposals, contracts, audience assessment, authorial voice, learning objectives, heading structure, pedagogical considerations, feature development, drafting and revising, schedule and length control, citations and permissions, and visuals. The result is a practical guide that covers a wide range of fields and provides solid support for textbook editors as well as college instructor-authors. --Shannon Hendrickson, Associate Editor, Book News Inc.

Your book is very thorough and a good guide for newbies and probably for some experienced people. The real problem today is getting the attention of a publisher, especially now that so many of the great old houses…are gone or conflated into larger houses….I was very much impressed at your comprehensive discussion of textbook publishers in your Appendix….It's not easy to get through all the confusion that now exists….I think your book is especially valuable as a reference for textbook writers…The incredible variety of disciplines that demand textbooks makes it difficult to cover everything, but you do a very fine job with this book….I have friends interested in textbook writing and I will recommend your book. --Lee A. Jacobus, Professor Emeritus, University of Connecticut

I just wanted to offer one last thanks for all of the help you offered for my clinical psychology textbook, currently in press and scheduled to be released in January. As I look back on the authorship process, your book and our phone conversations were invaluable…Thanks again for all of your help and expertise. I'm sure that the second edition of Writing and Developing Your College Textbook will be extremely helpful to many authors. --Any Pomerantz, Ph.D., Associate Profession, Southern Illinois University

From the Publisher
With working wisdom and a wealth of concrete examples, Lepionka's book explains how to achieve both pedagogical and commercial success as a textbook author and as an expository writer in general.

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