



NIPR

Northern Ireland
Publications Resource

Keeping track of local publications

publishing for success

a practical guide

ANNE TANNAHILL

'At its best, publishing is one of the most absorbing, challenging and rewarding pursuits imaginable. At its worst, it is frustrating, exhausting and financially hazardous. But what does a publisher actually do?'

Published in response to demand from local publishers, this short guide provides a clear outline of the publishing process, with friendly, practical advice about sensible paths to follow and common pitfalls to avoid. Written by Anne Tannahill and designed by Wendy Dunbar, it is packed with helpful tips on financial management; legal aspects such as copyright and libel; editing, proofing, design, typesetting and printing; and publicity, sales and distribution. Also included is a list of funding sources and a directory of useful addresses, as well as a bibliography, a glossary of publishing terms and an index.

For further information please contact **NIPR on: (028) 9032 1707** or email: info@nibooks.org.

ANNE TANNAHILL was managing director of Blackstaff Press from 1980 to 2003, during which time the company won many prizes and awards for its publications and was named 1992 UK Small Publisher of the Year. She currently works as a freelance editor and publishing adviser.

WENDY DUNBAR is widely acknowledged to be one of Ireland's most talented book designers, with her work attracting numerous awards over the years. She and her husband Dermott run the design studio Dunbar Design.

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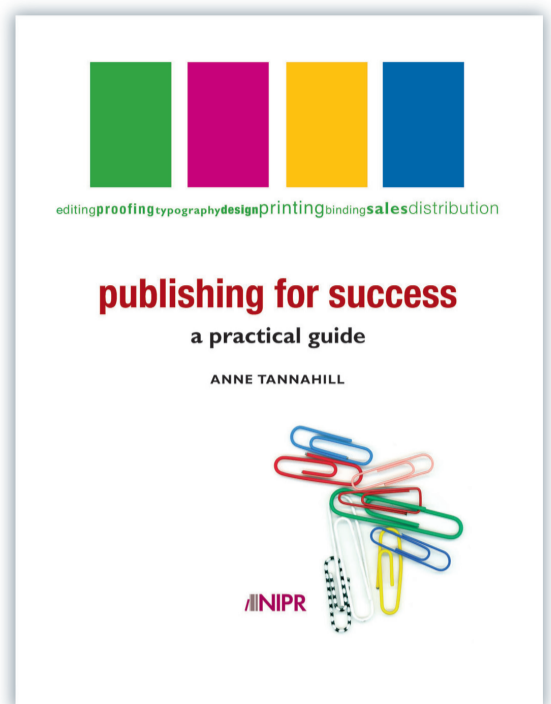
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