
BOOK REVIEW

Poynter, D.: **The Self-Publishing Manual. 9th Ed.** - Para Publishing, Santa Barbara 1996. ISBN 1-56860-018-6. 458 pp., USD 19.95.

To publish a book, you have two possibilities: (a) send your manuscript to one of the big publishers and wait for being accepted or refused, or (b) publish it without waiting, by yourself. Everyone who has ever tried the first way knows how difficult it sometimes is to cross rapidly all the possible barriers and see one's book published. Dan Poynter, author of more than 70 books, started his carrier by self-publishing a book on skydiving (parachuting). His first book was a success similarly as the reviewed book. Here he gives all details of starting own publishing company as a single-person one for those who want to be read by many and earn as much money as possible.

The self-publishing procedure—from writing a book through copy editing and typesetting on laser printer to selling—is described not only theoretically, but many practical recommendations, references, addresses, *etc.* are included. Of course, the recommendations are only to the U.S. sources, and the European self-publisher gets thus only ideas what to seek for in his native country or nearby.

The processes are explained using also flowcharts (pp. 40, 69) and other illustrations. The author gives details of the printing process (showing examples of typefaces, figures, paper and binding choices, and others), book announcement (application for ISBN and bar codes, cataloguing), book selling (prices, discounts, *etc.*), promoting (a very voluminous chapter - 66 pages!), book distribution channels, mailing (even figures of shipping bags, carton mailers, rubber stamps, tags, and postal rates are added), *etc.* As requested by the present era, a chapter on electronic books, on-line services, computers, *etc.* is supplemented.

To make the necessary information easily accessible, the book ends with a large appendix that contains "Your Book's Calendar" (time scale for all activities on a new book), all necessary resources of literature, useful addresses, a very informative glossary, and a detailed index. On almost every second page the reader will find framed quotations from well-known or unknown persons on the subject.

I recommend the book as a useful tool for those who have a difficulty in getting their own books published—and the situation in science book publishing is not very prospective nowadays.

Z. ŠESTÁK (*Praha*)