

The background of the cover is a dark blue gradient. In the center, there is a fan of several open books, their pages fanned out like a flower. The pages are illuminated from below, creating a warm yellow and orange glow. The books are arranged in a circular pattern, with their spines pointing towards the center.

Dirk R. Meynecke

VON DER BUCHIDEE ZUM BESTSELLER

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Von der Buchidee zum Bestseller by Dirk R. Meynecke

Dirk R. Meynecke

Den reißerischen Titel relativiert der Autor schon im Vorwort: Einen Bestseller könne man, selbst bei bester Planung, nicht garantieren. Das habe er als Lektor viele Jahre erleben müssen -- aus dieser Praxis heraus weiß er aber auch, worauf es ankommt, wenn guy dem Bucherfolg Hallo sagen will. Meynecke kennt den Buchmarkt und den Arbeitsalltag in den Lektoraten. Er weiß, was once Verlage wollen und wie es ihnen präsentiert werden muß. Seine geballte Praxiserfahrung hat er für dieses Buch in Hunderte von guidance umgewandelt. Dabei schweift er nicht ab und redet nicht herum, sondern nennt alles zu Manuskript, Angebot und Verwertung, von der passablen Grobplanung bis zur richtigen Klarsichthülle. Sogar einen Vertragsentwurf, Infos zum Danach und den Rettungsanker Selbstverlag legt er dazu. Das Ganze ist mit der realistischen Haltung geschrieben, das guy ein Buch genauso verkauft wie ein Stück Seife. Wer textual content verkaufen will, kann hier mit Gewinn nachschlagen. --Frank Rosenbauer

Dieses Buch bietet eine gute Einführung in die Welt der Verlage und Lektoren. Der Stil gefiel mir ebenfalls und battle frisch und lebendig. used to be mir allerdings fehlte warfare der nähere Bezug, zum mehr oder weniger, erfolgreichen Schreiben eines Buches.

Von Der Buchidee Zum Bestseller

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