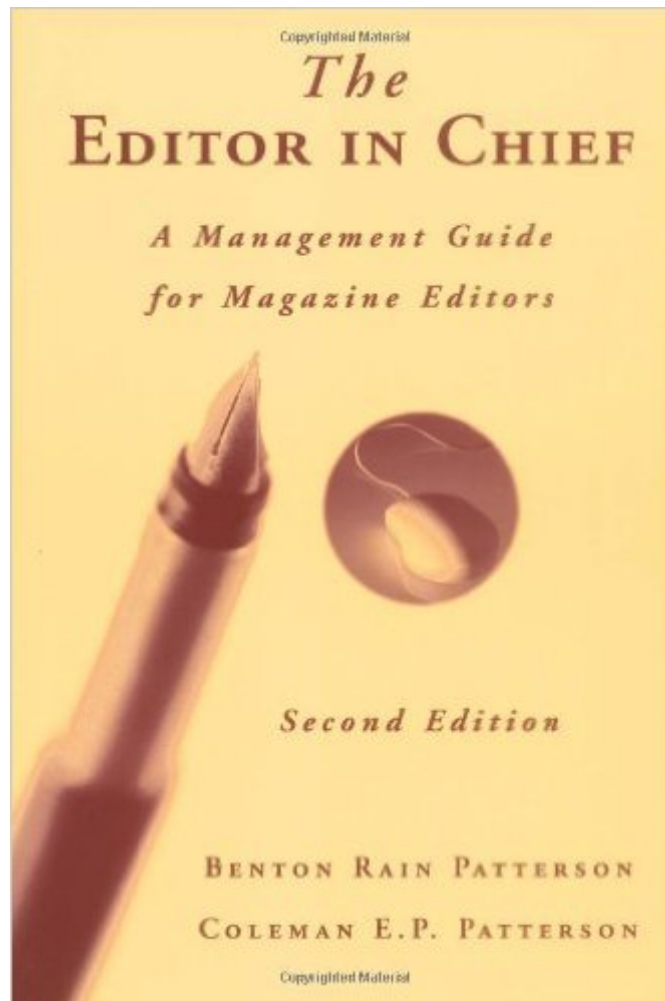


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# The Editor In Chief: A Management Guide For Magazine Editors



## Synopsis

Packed with specific how-tos, examples and illustrations, *The Editor in Chief* vividly presents the guiding principles of editorial management. Authors Patterson and Patterson combine their extensive publishing and management expertise to update and enrich this best selling text, providing help and insight to future and present journalists working in the editorial department of a magazine. New to this edition is a chapter on one of the most popular and fastest growing areas of magazine publishing - online publishing. Readers will learn about e-zines, and online editions of printing magazines: \* Launching \* Funding \* Organizing a staff \* Increasing readership Aimed at students interested in careers as magazine editors and at novice working editors seeking to produce better magazines, *The Editor in Chief*, 2nd Edition prepares budding professionals for the arduous, but rewarding, task of magazine management

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## Customer Reviews

I bought a lot of books on how to start a magazine business, but this one is by far my favorite. It clearly informs you about the industry.

As a new editor I found this book invaluable in its perspective, insights, and practical advice. It enabled me to see other magazines in a new way and subsequently gave me the groundwork for confidence and creativity in my own work.

Before I was promoted to editor in chief, I was a books editor for 3 years. This book didn't teach me much that I didn't already know. Might be good for beginners, but not for folks who've been working as editors for a while. I regret buying it and it's highly overpriced. People will learn more reading articles from the internet for free.

A regular reference on my bookshelf. When I started as an editor over a decade ago this was so helpful in giving me a vision for what was required in an editor's role. It remains a highly recommended title, covering the essentials but with liberal doses of wisdom thrown in. The author's experience and passion lifts this title above the ordinary.

Very, very informative, useful

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