Charlotte Johnson

Self-Publishing is the New “Traditional” Publishing Method

In 2008, for the first time in history, more books were self-published than those published traditionally. In 2009, 76% of all books released were self-published. This presentation will discuss what is involved in self-publishing and discuss how print-on-demand, online retailing and advances in ereaders and tablets have influenced this growth. It will also review the many self-publishing systems that are currently available.