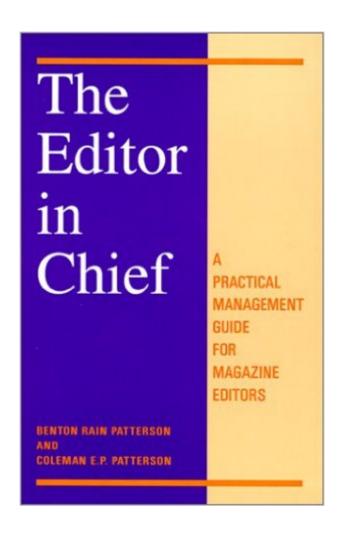
The book was found

The Editor-In-Chief: Apractical Management Guide For Magazine Editors





Synopsis

Describing how magazines work from top to bottom, this text gives an account of what editorial staff do, the editorial process, content, planning, display, illustrations, titles, blurbs, and captions. In addition it covers the steps of the production process, legalities, and ethics.

Book Information

Paperback: 180 pages

Publisher: Iowa State University Press; 1st edition (March 1997)

Language: English

ISBN-10: 0813810841

ISBN-13: 978-0813810843

Product Dimensions: 8.8 x 5.9 x 0.7 inches

Shipping Weight: 9.6 ounces

Average Customer Review: 4.3 out of 5 stars Â See all reviews (3 customer reviews)

Best Sellers Rank: #4,428,046 in Books (See Top 100 in Books) #38 in Books > Humor &

Entertainment > Pop Culture > Magazines #2268 in Books > Textbooks > Communication &

Journalism > Journalism #5464 in Books > Politics & Social Sciences > Social Sciences > Library

& Information Science > General

Customer Reviews

I have been in the magazine field for 5 years and then I found myself in a job where I was the only person with magazine experience, instead of being the youngest in the office. I wanted to be sure of everything I had learned in my other jobs and get tips about other things I had not dealt with. This was the perfect book--it had information about all aspects of magazine editing from management to layout to publication. This book is not only for the editor-in-chief (which I am), but it is also for anyone who works at a magazine and wants to have a better insight into the entire magazine process. I readily recommend this book to anyone interested in magazine writing and editing!

I work for printing/publishing clients as an advisor for IT strategy. I give this book to consultants new to the media industry, because it does such a good job of laying out basic information in a manner that's quick to read and easily understandable. Its focus is on the different kinds of magazines, the roles and responsibilies within a magazine, and the concerns of the Editor-in-chief. Informative and exactly as long as it needs to be.

This is a helpful reference for people who aren't familiar with magazine publishing and gives some useful advice on how to deal with common problems. However, the writing is sometimes convoluted and redundant and the authors' perspective can be narrow. I would expect better writing from people who choose to write for a publishing industry audience.

Download to continue reading...

The Editor-In-Chief: Apractical Management Guide for Magazine Editors The Editor in Chief: A Management Guide for Magazine Editors Jeff Herman's Guide to Book Publishers, Editors and Literary Agents: Who They Are, What They Want, How to Win Them Over (Jeff Herman's Guide to Book Editors, Publishers, and Literary Agents) Editors on Editing: What Writers Need to Know About What Editors Do Still Life: A Chief Inspector Gamache Novel (A Chief Inspector Gamache Mystery Book 1) A Fatal Grace: A Chief Inspector Gamache Novel (A Chief Inspector Gamache Mystery Book 2) The Brutal Telling: A Chief Inspector Gamache Novel (A Chief Inspector Gamache Mystery Book 5) The Long Way Home: A Chief Inspector Gamache Novel (A Chief Inspector Gamache Mystery Book 10) How the Light Gets In: A Chief Inspector Gamache Novel (A Chief Inspector Gamache Mystery Book 9) Magazine Editors Talk to Writers (Wiley Books for Writers) The GIRLS of PENTHOUSE MAGAZINE COLLECTOR'S GUIDE: EVERY COVER OF EVERY MAGAZINE 1977-2014 PENTHOUSE MAGAZINE COLLECTOR'S GUIDE VOL. 3: 1990-1999: Every Issue From January, 1990 Through December, 1999 (PENTHOUSE MAGAZINE COLLECTOR'S GUIDES) The Chief Diversity Officer: Strategy Structure, and Change Management WEIRD WOMEN Of Weird Tales Magazine: OVER 185 Vintage Pulp Magazine Covers CARtoons Vol. 1: THREE COMPLETE ISSUES OF THE CLASSIC 1970s AUTOMOTIVE HUMOR MAGAZINE: OVER 200 PAGES OF AUTOMOBILE ANTICS, CRAZY CARS AND HILARIOUS HOT-RODS (MAGAZINE CLASSICS) CARtoons Vol. 2: THREE COMPLETE ISSUES OF THE CLASSIC 1980s AUTOMOTIVE HUMOR MAGAZINE: OVER 180 PAGES OF AUTOMOBILE ANTICS, CRAZY CARS AND HILARIOUS HOT-RODS (MAGAZINE CLASSICS) The SHADOW: Vintage Pulp Magazine Covers: OVER 185 Classic Pulp Magazine Covers From The 1930s & 1940s DIY Jewelry Making Magazine #33: 8 amazing leather and chains jewelry making tutorials (DIY Beading Magazine Book 34) The Best of Paddler Magazine: Stories from the World's Premier Canoeing, Kayaking and Rafting Magazine 2017 Collector Car Price Guide: From the Editors of Old Cars Report Price Guide

Dmca