



# AUTHOR'S GUIDE TO BOOK MARKETING

How to Promote Your eBooks, Gain  
More Readers, and Make More Sales.



**Book Cave and Cátia Shattuck**  
With Contributions from Sarah Mecham  
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# Advanced Methods For Ebook Marketing Tips

**Ranjot Singh Chahal**



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*Fourth Edition (ENHANCED EBOOK)* Thomas Pyzdek,Paul A. Keller,2014-05-29 This fully revised bestseller integrates Lean methodologies and certification coverage and features bonus videos quizzes and sample files The Six Sigma Handbook Fourth Edition reveals how to realize significant gains in quality productivity and sales in any organization This new edition offers vast improvements to examples and offers videos sample data files for download and online quizzes for all levels of Six Sigma certification The content features further integration of Lean methods and examples healthcare examples risk

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**EBOOK Health Promotion** Garry Egger,Ross Spark,Rob Donovan,2015-03-06 Health Promotion Strategies and Methods Third Edition is the essential guide to developing effective health programs for the Australian population The book

presents the key principles of health promotion and demonstrates how they can be applied This new edition provides a structured approach to devising health programs by focusing on planning development and implementation It also clearly explains the differences in individual group and mass population approaches to health intervention and prevention programs This is a practical introduction for health practitioners and students in public health health sciences medicine nursing and epidemiology Key features thoroughly revised and updated to reflect current health practices and incorporating the latest references focuses on developing targeted strategies and techniques written by Australian authors who are leaders in the field useful tips summaries and case studies throughout concise and accessible style

**EBOOK Theory in a Nutshell** Don Nutbeam, 2015-03-06 Highly Commended in the British Medical Association book awards 2011 The use of theory in the planning and implementation of health promotion programs will more reliably produce positive outcomes Following on from the success of the second edition Theory in a Nutshell 3rd Edition explores the main theoretical concepts and models in health promotion and explains the significance practical application and impact of different theories on the individual community and organisation This edition includes concise reviews of established theories such as social cognitive theory and health belief model as well as expanding on new developments in the field including evidence based policy making and health impact assessment Thoroughly revised and updated the book maintains the accessible style suitable for public health practitioners health promotion and health education specialists epidemiologists and social policy makers as well as students of public health and health promotion

**International Socialist Review**, 1955

**Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement** David N. Burt, Sheila Petcavage, Richard Pinkerton, 2011-12-06 Transform purchasing operations from reactive to proactive supply management Written for purchasing managers Proactive Purchasing in the Supply Chain reveals how to use the latest and best procurement practices to help your organization maximize the effectiveness and efficiency of its supply chain The ability of purchasing to dramatically increase return on investment reduce costs improve quality and shorten time to market is highlighted throughout this practical guide Essential topics such as legal issues green purchasing negotiation ethics price cost analysis production inventory control purchasing risk management sourcing and demand logistics management are addressed Real world case studies in each chapter demonstrate the strategies presented in the book A detailed planning model for implementing these world class procurement methods is also contained in this definitive resource The authors combine extensive industry educational research and consulting experience to cover topics such as The latest best in class purchasing methods tools procedures and systems Price cost analyses and how to fight price increases How to organize the purchasing department to achieve maximum value added in the supply chain Green purchasing Purchasing risk management programs and procedures How to separate strategic from tactical buying Step by step checklists for major purchasing functions How to overcome obstacles Forecasting methods for demand management How to transform the purchasing department from a cost center to a value added operation Social



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