

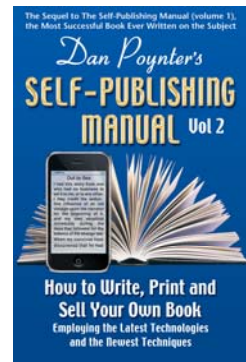
Dan Poynter presents

Opportunities

Book Publishing: Past, Present & Future

Where is book publishing going and how did we get here?
What opportunities are emerging as the Book Trade evolves into new forms?

The large publishers are downsizing, the traditional brick & mortar stores are closing, and readers are embracing eBooks. These and other changes are affecting literary agents, wholesalers, distributors, reviewers, printers, truckers and everyone in the book trade. The winners will be the authors and smaller publishers.



This presentation is full of supporting statistics and scenarios.

Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them. Remember,

“We can’t direct the wind but we can trim our sails.”

Dan Poynter is an author (100+ books), publisher (since 1969), and a speaker (Certified Speaking Professional). His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing. A professional speaker, he travels more than 6,000 miles each week to share his book plan. Dan is a past vice-president of the Publishers Marketing Association. He lives in Santa Barbara.



P-70. Keynote, (not multimedia), handout with resources, 60 minutes.

For content-rich, stimulating and valuable presentations, contact:



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P-70. Description-Publishing Industry Opportunities