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*William Germano*

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# Getting It Published, 2nd Edition: A Guide for Scholars and Anyone Else Serious about Serious Books (Chicago Guides to Writing, Editing, and Publishing)

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But a lot has changed in the past seven years. With the publishing world both more competitive and more confusing—especially given the increased availability of electronic resources—this second edition of Germano's best-selling guide has arrived at just the right moment. As he writes in a new chapter, the “via electronica” now touches every aspect of writing and publishing. And although scholars now research, write, and gain tenure in a digital world, they must continue to ensure that their work meets the requirements of their institutions and the needs of their readers.

Germano, a veteran editor with experience in both the university press and commercial worlds, knows this audience. This second edition will teach readers how to think about, describe, and pitch their manuscripts before they submit them. They'll discover the finer points of publishing etiquette, including how to approach a busy editor and how to work with other publishing professionals on matters of design, marketing, and publicity. In a new afterword, they'll also find helpful advice on what they can—and must—do to promote their work.

A true insider's guide to academic publishing, the second edition of *Getting It Published* will help authors understand what to expect from the publishing process, from manuscript to finished book and beyond.

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