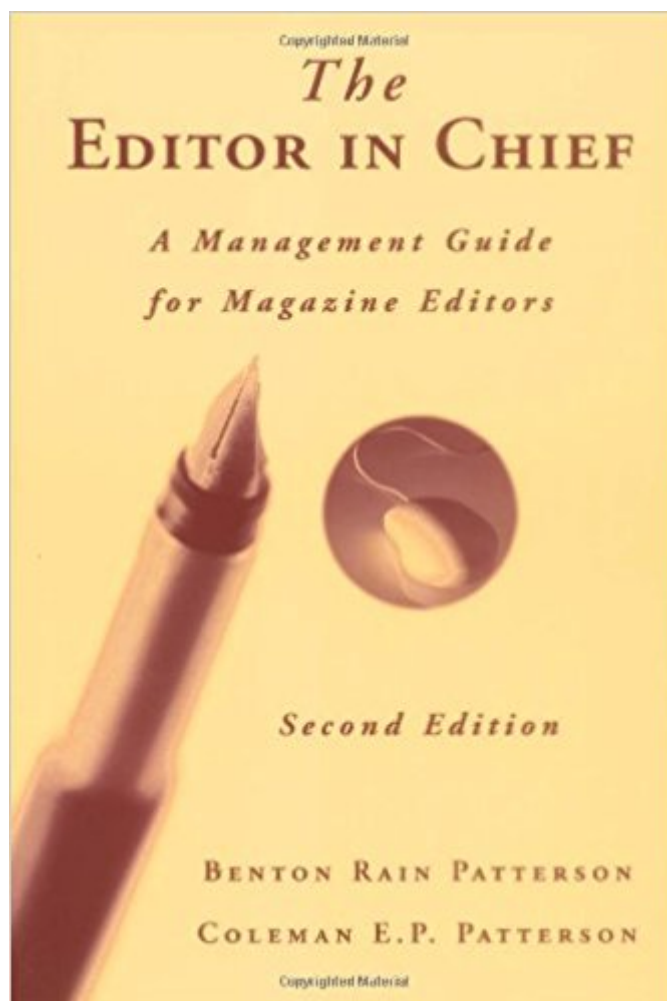


The book was found

The Editor In Chief: A Management Guide For Magazine Editors



Synopsis

Packed with specific how-tos, examples and illustrations, *The Editor in Chief* vividly presents the guiding principles of editorial management. Authors Patterson and Patterson combine their extensive publishing and management expertise to update and enrich this best selling text, providing help and insight to future and present journalists working in the editorial department of a magazine. New to this edition is a chapter on one of the most popular and fastest growing areas of magazine publishing - online publishing. Readers will learn about e-zines, and online editions of printing magazines: * Launching * Funding * Organizing a staff * Increasing readership. Aimed at students interested in careers as magazine editors and at novice working editors seeking to produce better magazines, *The Editor in Chief*, 2nd Edition prepares budding professionals for the arduous, but rewarding, task of magazine management.

Book Information

Paperback: 200 pages

Publisher: Wiley-Blackwell; 2 edition (March 31, 2003)

Language: English

ISBN-10: 0813810795

ISBN-13: 978-0813810799

Product Dimensions: 6.1 x 0.5 x 9 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #949,196 in Books (See Top 100 in Books) #499 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #530 in [Books > Textbooks > Communication & Journalism > Journalism](#) #1379 in [Books > Textbooks > Communication & Journalism > Media Studies](#)

Customer Reviews

I bought a lot of books on how to start a magazine business, but this one is by far my favorite. It clearly informs you about the industry.

As a new editor I found this book invaluable in its perspective, insights, and practical advice. It enabled me to see other magazines in a new way and subsequently gave me the groundwork for confidence and creativity in my own work.

Before I was promoted to editor in chief, I was a books editor for 3 years. This book didn't teach me much that I didn't already know. Might be good for beginners, but not for folks who've been working as editors for a while. I regret buying it and it's highly overpriced. People will learn more reading articles from the internet for free.

A regular reference on my bookshelf. When I started as an editor over a decade ago this was so helpful in giving me a vision for what was required in an editor's role. It remains a highly recommended title, covering the essentials but with liberal doses of wisdom thrown in. The author's experience and passion lifts this title above the ordinary.

Very, very informative, useful

[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 FromThe 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

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)