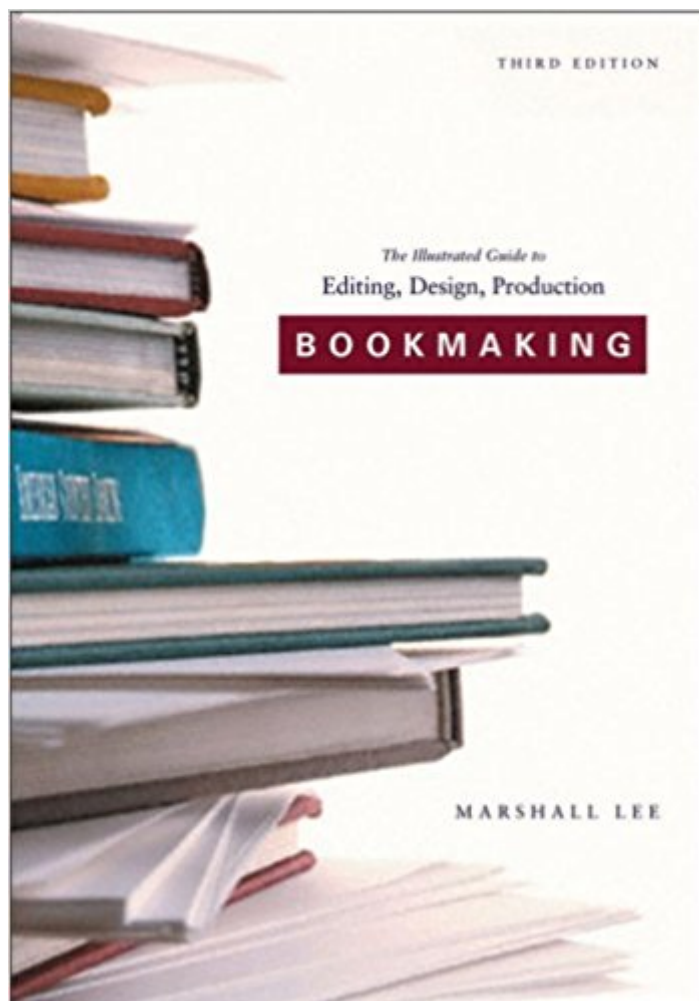


The book was found

Bookmaking: Editing, Design, Production (Third Edition)



Synopsis

The third edition aims to provide a complete guide to bookmaking, and includes discussion of the fundamental changes that the computer has had on the overall process. The unchallenged bible of the publishing industry, *Bookmaking* is the introduction to editing, design, and production for newcomers, acclaimed as the premier text for students as well as a comprehensive reference for experienced hands. First issued in 1965 and revised in 1979, it has now been thoroughly reorganized and updated to reflect the profound changes in the bookmaking process and in publishing practices in the twenty-first century. The computer-centered method of getting from the author's conception to completed print-or electronic-book has come to dominate publishing, involving not only the setting of type but also the preparation of manuscripts, editing, illustration creation and processing, page makeup, color separation, and preparation for printing. Even more significant than its use for these individual procedures is the computer's role in creating an integrated system that is greater than the sum of its parts. Covering all the publishing processes up to distribution, *Bookmaking* addresses the needs of publishing professionals, whether they do the work themselves in-house or have it done to their specifications by outside suppliers. But this new edition is not only about technological change; all aspects of bookmaking have been reconsidered. The text that served the industry for nearly three decades has been updated where appropriate, while still providing the unchanging facts and principles of book craft.

Book Information

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Customer Reviews

• What the Chicago Manual of Style is to the editorial sphere, Bookmaking is to the production sphere. • - Bloomsbury Review • Now in a newly updated and significantly expanded third edition, Bookmaking continues to be the premier instruction manual and reference for the publishing of books. • - The Midwest Book Review

Marshall Lee, a book designer and producer of international co-editions, lives in New York.

If you are looking for the history of bookmaking, then this will be a helpful reference. If you are looking for some tips on book design, you may find some ideas that will be useful. If you are looking for a volume that covers the latest in technology, then move on. You won't find it here. This is a seriously outdated book, having been published in 2004. There have been rapid changes in technology in the publishing field, as in virtually all other fields. And there have also been changes in the publishing industry that affect design decisions--and the costs of publishing that have a major impact on profitability. Hopefully there will be a revision of this text that will bring it up to date. If so, attention to the impact on profitability of various design decisions would be a nice emphasis. It contains some of that sort of information (type/font styles and sizes can significantly lengthen or shorten a book, for example, thereby changing its cost to print). But it could contain more guidance. And, the most obvious is to include more about designing for print and eBook so that profitability is enhanced.

I bought this book for an intern who worked in our office. It covers nearly all aspects of traditional printing and publishing practice. It might be nice to have some color graphics, but those are probably not really needed.

Gets right to the meat of what it takes to produce a book! This is what every writer and wanna be writer needs to read!

Love this book! A wonderful reference tool and a must have for anyone going into the publishing industry!

This book has clarified a lot of manufacturing questions. I work for a Schoolbook Publisher and part of my job as a buyer I need to understand the whole concept of producing the books.

Ignore the review complaining about the long wait for the 3rd edition. The 3rd is here and it's great. I have a core library of titles that I recommend to folks who are seriously interested in the real process of publishing, not the polyanna version sold to vanity publishers. This book is essential reading for understanding the broad scope of the publishing process. The chapters on production are particularly useful.

Very well put together book, but I trust there is another edition coming soon, because things are changing fast in the publishing industry.

As someone who had no previous knowledge of bookmaking, I found this book to be both engaging and informative. I would recommend it.

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