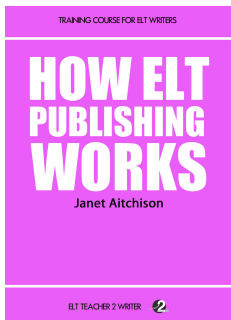


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HOW ELT PUBLISHING WORKS EBOOKS 2019



Author: Janet Aitchison

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How often do writers get the chance to find out what goes on behind the scenes at the publishers'? Here we give you a rare chance to do just that. In this module Publishing Director Janet Aitchison draws on her experience of working at a senior level for several ELT publishers, and with many ELT writers, to give a comprehensive account of how ELT publishing works. What's the best way to approach a publisher with an idea? What's the publisher looking for? What happens once you've been commissioned and what happens to your manuscript once you've handed it in? These and many other questions are answered clearly and in detail from the publishers' perspective. Janet demystifies the lengthy process of gathering information from the markets, producing a brief, commissioning authors and dealing with several drafts of a manuscript. She also describes different payment models you are likely to encounter when negotiating your contract. By the end of the module you will have all the information you will need to feel more confident when approaching a new publishing project. This module forms part of the ELT Teacher 2 Writer training course. The training modules are designed to help you write better ELT materials, either for publication, or simply to improve the quality of your self-produced classroom materials.

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