



Working Smarter

Industry News & Trends

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Book Smart



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## Events

Connect with Sheridan Books this April and May at these [upcoming events](#).

## Videos

Watch Sheridan Books' Inkjet Press [come to life!](#)

## Blog

Check out our latest [blog posts](#).

## Subscribe

This newsletter is brought to you by: Laura Baker  
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### Working Smarter

#### It Takes a Village to Sell a Book

In the age of digitization and instant gratification, readers, not bookstore buyers, have become the focus for marketers. [How do publishers deliver content](#) in the modern era?

### Industry News & Trends

#### Not Knowing Your Consumers Could Cost You

Recent book sales tallies show print book sales down in 2012. What is [the best approach](#) for the book publishing industry in the year ahead?

### Did You Know?

#### If You're Not Getting Great Customer Service, Look Elsewhere

When did the idea of putting the customer first become old-fashioned? A personal connection to the vendors that serve your publications still offers [the highest value to your organization](#).

### Sheridan Solutions

#### Delivery Details Got You Down? You Need a Better System

Sheridan *Select* 2013 lets book and journal publishers do what they do best — [cultivate quality content](#) — without the distraction, complexity, and hassle of order process handling.

### Book Smart

"The man who does not read has no advantage over the man who cannot read."

— Mark Twain

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