



Volume 8, Issue 4

# FrontMatter



Working Smarter

Industry News & Trends

Did You Know?

Sheridan Solutions

Book Smart



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**Need book printing?**  
You also need quality. Sheridan offers numerous color, binding, and paper options for a variety of lengths.

**Contact us to request a printed book sample.**

### Self-Publishing Guide

Successfully manage the book printing process with Sheridan's [free, comprehensive guide!](#)

### Events

Don't miss [these upcoming industry events!](#)

### Blog

See our most recent [blog posts.](#)

### Webinars

Check out our latest webinar, [How You Can Sell More Books to Non-Bookstore Buyers.](#)

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### Working Smarter

#### How to Choose the Right Printer

Printing is more than ink on paper — a printer is a valuable business partner. You need one that supports [all your publishing needs.](#)

### Industry News & Trends

#### America's Reading Habits are Changing

Has reading become a habit of a bygone era, or are Americans still enjoying [the pleasure of a good book?](#)

### Did You Know?

#### SEO Replaced as Best Marketing Method for Publishers

Search engine optimization (SEO) is no longer considered the best marketing method for publishers. Instead, online audience optimization (OAO) is allowing publishers to use great content to [attract and sustain their audience.](#)

### Sheridan Solutions

#### Avoid These 7 Cover Design Mistakes

Avoid these common pitfalls of poor cover design and create [a cover that entices readers.](#)

### Book Smart

"I think of life as a good book. The further you get into it, the more it begins to make sense."

— Harold Kushner



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