

# The Complete Idiot's Guide to Writing Business Books

Bert Holtje



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## The Complete Idiot's Guide to Writing Business Books

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The great idea is only the beginning.

The typical business book author often lacks style, voice, pace, or focus. This guide takes the reader on a virtual tour of business book publishing, providing all the information essential to a successful book, from shaping the idea to writing the proposal to approaching an agent and beyond.

•Covers the essentials of marketing and publicity

•Addresses self-publishing, for those business book writers who simply look to sell their books at conferences

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