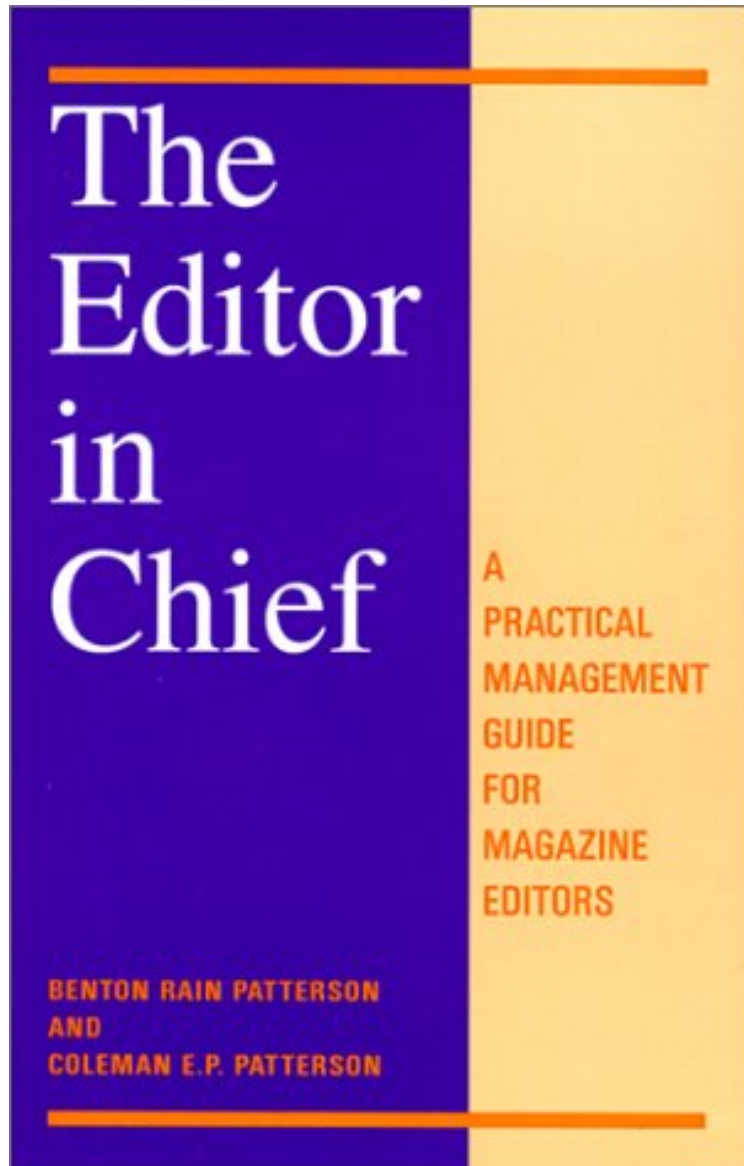


The Editor-In-Chief: Apractical Management Guide for Magazine Editors

Benton Rain Patterson, Coleman E. P. Patterson
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work for printing/publishing clients as an advisor for IT strategy. I give this book to consultants new to the media industry, because it does such a good job of laying out basic information in a manner that's quick to read and easily understandable. Its focus is on the different kinds of magazines, the roles and responsibilities within a magazine, and the concerns of the Editor-in-chief. Informative and exactly as long as it needs to be. 39 of 39 people found the following review helpful. Informative book for anyone interested in magazine editing! By Amy Benavides (benavi27@marinemwr.or.jp) I have been in the magazine field for 5 years and then I found myself in a job where I was the only person with magazine experience, instead of being the youngest in the office. I wanted to be sure of everything I had learned in my other jobs and get tips about other things I had not dealt with. This was the perfect book--it had information about all aspects of magazine editing from management to layout to publication. This book is not only for the editor-in-chief (which I am), but it is also for anyone who works at a magazine and wants to have a better insight into the entire magazine process. I readily recommend this book to anyone interested in magazine writing and editing! 2 of 5 people found the following review helpful. Basic, introductory information By A Customer This is a helpful reference for people who aren't familiar with magazine publishing and gives some useful advice on how to deal with common problems. However, the writing is sometimes convoluted and redundant and the authors' perspective can be narrow. I would expect better writing from people who choose to write for a publishing industry audience.

Describing how magazines work from top to bottom, this text gives an account of what editorial staff do, the editorial process, content, planning, display, illustrations, titles, blurbs, and captions. In addition it covers the steps of the production process, legalities, and ethics.