

Program Archives: 2002-2003

President: Becky Clark, Brookings Institution Press

(1) National Book Festival Preview

(2) Freelancers From Both Sides Now: Publishers, Packagers, and Independent Contractors

Date: September 18, 2002

Location: Brookings

Presenter: John Cole, Director, Center for the Book, Library of Congress

Don't Move My Cheese! How to Sell Books When Your Books Aren't Bestsellers

Date: January 28, 2003

Location: Carnegie Endowment

Presenters:

Brett Kitchen, Director of Marketing, Institute for International Economics

Brenda Carter, Director of College Publishing, CQ Press

Becky Clark, Brookings Institution Press

Evolution of a Book Cover

Date: February 20, 2003

Location: EEI Communications

Presenters:

Christine Dunn, Marketing Director, Island Press

Debra Naylor, Designer, Naylor Design

Danny Gainsburg, Manager, Politics & Prose Bookstore

Peer Review

Date: May 13, 2003

Location: CQ Press

Presenters:

Bernadette Capelle, American Society of Civil Engineers

Don Reisman, Director of Publications, RFF Press (Resources for the Future)

Mary Carpenter, Acquisitions Editor, Rowman & Littlefield

Annual Book Design and Effectiveness Awards

Date: June 5, 2003

Location: CSIS