



Book Review

Community Favorite Youtube Book Review

Judd E. Hollander



Community Favorite Youtube Book Review:

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promotion basics These include knowing what your book's marketplaces are who your audience is how the media is divided the elements involved in publicity and how to create an effective promotional timeline Once you understand the basics Part Two focuses on the ways to package and market yourself to the various book and media outlets It discusses putting together professional looking press releases and media kits It also explains how to obtain endorsements and reviews as well as how to generate speaking engagements and interviews with journalists bloggers and radio TV and podcast hopes Part Three provides a plan that covers the first three months of an author's publicity program from the day the book is formally released through all the media events that have been lined up Throughout the book you will find insets that answer important questions such as What are the real costs involved and Should I promote myself or hire a publicist Just as important the author includes a valuable resource guide that provides the names addresses and links to many of the key places covered in the book Jan Yager has enjoyed a fabulous career as both a best selling author and a publisher She has been interviewed by many of the top shows on TV and radio In *How to Promote Your Book* she lets you in on what she has done both for herself and for her authors to open the door to effective publicity

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Narratives, Nerdfighters, and New Media Jennifer Burek Pierce, 2020-11-15 For

decades we've been warned that video killed the radio star and more recently that social media has replaced reading. Nerdfighteria, a first of its kind online literary community with nearly three million members, challenges these assumptions. It is the brainchild of brothers Hank and John Green, who provide literary-themed programming on their website and YouTube channel, including video clips from John, a best-selling author most famous for his young adult book *The Fault in Our Stars*. These clips not only give fans personal insights into his works and the writing process, but they also provide unique access to the author, inspiring fans to create their own fan art and make connections with one another. In the twenty-first century, reading and watching videos are related activities that allow people to engage with authors and other readers. Whether they turn to *The Fault in Our Stars* or titles by lesser-known authors, Nerdfighters are readers. Incorporating thousands of testimonials about what they read and why, Jennifer Burek Pierce not only sheds light on this particular online community, she also reveals what it tells us about the changing nature of reading in the digital age. In Nerdfighteria, we find a community who shows us that being online doesn't mean disinterest in books.

Social Reading Cultures on BookTube, Bookstagram, and BookTok Bronwyn Reddan, Leonie Rutherford, Amy Schoonens, Michael Dezuanni, 2024-04-30 This book examines the reading cultures developed by communities of readers and book lovers on BookTube, Bookstagram, and BookTok as an increasingly important influence on contemporary book and literary culture. It explores how the affordances of social media platforms invite readers to participate in social reading communities and engage in creative and curatorial practices that express their identity as readers and book lovers. The interdisciplinary team of authors argue that by creating new opportunities for readers to engage in social reading practices, bookish social media has elevated the agency and visibility of readers and book consumers within literary culture. It has also reshaped the cultural and economic dynamics of book recommendations by creating a space in which different actors are able to form an identity as mediators of reading culture. Concise and accessible, this introduction to an increasingly central set of literary practices is essential reading for students and scholars of literature, sociology, media, and cultural studies, as well as teachers and professionals in the book and library industries.

The Routledge Companion to Migration Literature Gigi Adair, Rebecca Fasselt, Carly McLaughlin, 2024-07-30 The Routledge Companion to Migration Literature offers a comprehensive survey of an increasingly important field. It demonstrates the influence of the age of migration on literature and showcases the role of literature in shaping socio-political debates and creating knowledge about the migratory trajectories, lives, and experiences that have shaped the post-1989 world. The contributors examine a broad range of literary texts and critical approaches that cover the spectrum between voluntary and forced migration. In doing so, they reflect the shift in recent years from the author-centric study of migrant writing to a more inclusive conception of migration literature. The book contains sections on key terms and critical approaches in the field, important genres of migration literature, a range of forms and trajectories of migration, with a particular focus on the global South and on migration literature's relevance in social contexts outside the academy. Its range

of scholarly voices on literature from different geographical contexts and in different languages is central to its call for and contribution to a pluriversal turn in literary migration studies in future scholarship This Companion will be of particular interest to scholars working on contemporary migration literature and it also offers an introduction to new students and scholars from other fields Chapter 15 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license

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Attracting Sustainable Investment Saskia Vanderbent, 2022-12-30 This book is a practitioner's guide to sustainable development laying out strategies for attracting investment for communities and their partners It proposes an innovative Sustainable Development Proposition (SDP) decision making tool based on a propositional calculus that can be used to analyse the sustainability of an infrastructure investment It draws on environmental sustainability governance data analysis enabling investors to understand the economic indicators income potential return on investment demand and legal compliance as well as community and social benefits Identified risks issues and advantages are managed and monitored and the SDP guidance can be applied to improve the prospects of the project in order to attract investment Sustainable Community Investment Indicators (SCIIs)TM have been developed to assist with attracting investment and monitoring feedback on infrastructure projects designed by the author for remote rural and indigenous communities in response to current industry tools that are designed for urban environments The book includes a broad range of real world and hypothetical case studies in agricultural and indigenous areas in South America Europe Africa Asia Australia and the Pacific Taking a diverse economies approach these industry tools can be adapted to allow for enterprise design with unique communities This book provides sustainable development practitioners including government agencies financiers developers lawyers and engineers with a positive practical guide to addressing and overcoming global issues with local and community based solutions and funding options

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