



The Magazine: Everything You Need to Know to Make It in the Magazine Business

Leonard Mogel

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For 20 years this book has been in the forefront as the prime source of information on succeeding in the magazine business. Leonard Mogel shares his expertise gained from more than 35 years of magazine experience in this thoroughly revised and updated, full-color edition. It is an excellent primer for starting a magazine, and also provides the facts, figures, and concepts needed to enter and become successfully employed in the magazine business.

Features include:

- *fundamentals of how to prepare a dummy issue and write a business plan;
- *descriptions of job opportunities in the various phases of magazine publication; and
- *candid interviews with industry leaders, as well as case histories of failures and successes.

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