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De la simple idée jetée sur le papier à l'élaboration ciselée d'un sujet abouti, cet ouvrage deviendra vite votre allié dans la réalisation de votre projet d'écriture.

Après avoir défini clairement votre concept et élaboré un plan efficace et précis, il vous restera à franchir l'étape tant redoutée de la publication. Rien de plus simple grâce aux conseils avisés et pragmatiques de l'auteur, qui s'articulent autour d'une démarche marketing et commerciale structurée.

Quels arguments mettre en avant face à un éditeur ? Comment démarcher les maisons d'édition et leur vendre votre manuscrit ? Comment négocier votre contrat et gérer vos relations avec votre éditeur ? Autant de questions pointues auxquelles ce livre apporte des réponses claires et concrètes.

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