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# The Magazine Everything You Need To Know To Make It In The Magazine Business

**James B. Kobak**



## **The Magazine Everything You Need To Know To Make It In The Magazine Business:**

**The Magazine** Leonard Mogel,1992      **The Magazine** Leonard Mogel,2010-08      **Two Dozen Businesses You Can Start and Run in Canada, the USA and Elsewhere** Obi Orakwue,2007-03      [Making It in Public Relations](#) Leonard Mogel,2002-03-01 Making It in Public Relations is a comprehensive realistic guide to everything one needs to know when pursuing a successful career in public relations It is an introduction to public relations written for students who want or need a definition of the profession to understand what they are moving into as a career A thorough overview of the various roles and responsibilities involved in PR work the different types of PR functions and activities and its application in a variety of settings and scenarios are provided In fulfilling the book s editorial role author Leonard Mogel profiles the 10 largest public relations firms life on the fast track at a small PR firm how corporate communications is carried on at a large financial institution and public relations for diverse organizations It will be of interest to those studying public relations at the university level recent mass communication journalism and public relations graduates interns in public relations firms and employees in other fields contemplating a move to this profession      **100 Best Retirement Businesses** Lisa Rogak,David H. Bangs,1994 The way to start doing what I want to do now that I have the time      *Magazines* David E. Sumner,Shirrel Rhoades,2006 Here is a concise overview of everything you want to know about the magazine production process from the conception of article ideas through printing and distribution Looking at magazine publishing from the micro view individual magazines to the macro view industry trends history and issues this book contains chapters on how to launch a new magazine and write a business plan *Magazines A Complete Guide to the Industry* is ideal for students in magazine editing management and publishing courses entrepreneurs who want to launch a new magazine or magazine staff members who are new to the industry      [How to Start a Magazine](#) James B. Kobak,2002-11-25 Anyone who wants to start a magazine and doesn t own this book is a fool Victor Navasky Publisher The Nation Timely and informative this book explains all the steps needed in planning testing and executing the startup of a successful magazine But more than this the book serves as a resource for understanding how profitable magazine publishing is carried out as well as the current situation in the magazine field including branding over the Internet and other media      *How to Publish City & Regional Magazines, Newcomer Guides, Tourism Guides and Quality of Life Magazines* Thomas A. Williams,2000-03      [Cincinnati Magazine](#) ,2005-01 Cincinnati Magazine taps into the DNA of the city exploring shopping dining living and culture and giving readers a ringside seat on the issues shaping the region      *Careers in Communications and Entertainment* Leonard Mogel,2000-01-02

**Business, the Magazine for Office, Store and Factory** ,1901      *Publication Production Using PageMaker* Gordon Woolf,2002 Guide to using Adobe PageMaker 7 for the production of newspapers newsletters magazines and other formatted publications Explains how to improve the layout and production process and use templates and styles Includes a password for access to a website with scripts and templates Author has worked on a wide range of publications has taught publication

production and now owns a book publishing business      *Flying Magazine* ,1985-02      New York Magazine ,1981-08-31  
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