

Ebooks are Promotional Powerhouses

Contributed by Chris Sierra
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Ebooks are part of the new frontier of cyberspace. They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

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{bot_wrgoogle}The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes ebooks so important and so unique. Ebooks have certain abilities and qualities that other mediums do not possess.

For example, ebooks are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.

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Ebooks have a particular kind of permanence that other mediums do not possess. Television shows and radio shows air once, and then may rerun a few times. Ebooks remain on your computer for as long as you choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.

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How to Use ebooks for Marketing and Promotion

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