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301		Secrets Of Successful Amazon Selling	Bryerman, Kephart, Patterson
401		Publishing 101: Crash Course in the Basics of E and Print Publishing	Kohl, Doherty, Bowerman
402		I Bookstores Do Count—Working with Indies to Reach Your Reader	Goodman, Landon, Sofman, Tucker
403		Content Monetization—Maximizing Your Bottom Line	Lloyd Rich, Jon Tandler
404		Ebook Production Primer	Azevedo, Felsen, Parikh
501		Publishing 102—Book Design That Gets Buzz	Shannon Bodie, Joel Friedlander
502		Ebook Trends—Who's Buying, What are They Buying, What Does It Mean ?	Angela Bole, Kelly Gallagher
503		Have Content Will Travel—Foreign & Subsidiary Rights	Maria Aguilo, Sarah Serafimidis
504		Copyright and Licensing Challenges in the Digital Era	Kenneally, Tandler
600		Taking Advantage of Book Industry Changes	Dan Poynter
601		Publishing 201—Facebook, Twitter and YouTube: Social Media from the Ground Up	Chandler, Leland, O'Keefe
602		How to Make More Money with Special Sales	Cynthia Frank, Brian Jud
603		Advanced Techniques for Creating Websites/Blogs that Sell	Joel Friedlander, Joan Stewart
604		Marketing to Libraries in the 21st Century	Brantley, Schneider
701		Publishing 202—Creating Websites and Blogs that SELL	Bodie, Lichtenberg, O'Keefe
702		Amazon: Maximizing your Book and Kindle Sales	Thom Kephart, PANEL
703		Book App Basics	DiOrio, Galassi, Martinez, Musser
704		Joy Of Discovery - How to Make Sure Buyers Can Find Your Title Online	Albani, Bole, Todd
800		<b>Keynote Lunch</b>	<b>Otis Chandler - Goodreads</b>
801		Publishing 301—Distribution Basics: Make Book Available on Shelves and Screen	Breier, Coker, Schnell
802		Using Facebook and Twitter to Jump-Start Sales	Antonopoulos, Dickman, Stewart
803		Strategies for Partnering Effectively with Distributors/Wholesalers	Mettee, Cannon, Mettee, Ouimet
804		Cost-Effective Printing: Cutting-Edge Solutions	Bryant, Cutler, Warwick-Smith
901		Publishing 302—Get the Word Out: Publicity, Promotion in the Digital Age	Eakin, Ridge, Stewart
902		Getting Attention: Promoting Your Titles to Bloggers and Online	Lindsey Rudnickas, Joan Stewart,
903		From Book Trailers to YouTube: Video 101 for Publishers	Eric DeLaBarre, Tanya Hall
904		Positioning your Digital Strategy for Maximum Profits	David Marshall, Christopher Robbins

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