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302		BONUS: Inventory on Demand: New Models and Value Creation for Independents	Kelly Gallagher
401		Publishing 101: Book Launch From A to Z	Shannon Bodie, Melissa Silverstein
402		Going Digital: Go It Alone or Get Help?	Rana DiOrio, Chintu Parikh
403		Jump-Start Sales with a Metadata Makeover	Rebecca Albani, Davida Breier, Bob Oeste
501		Publishing 102: Selling Power of Book Design	Denver, Thomas, Friedlander
502		Virtual Marketer: Optimize Your Content for SEO	Deltina Ray, Christopher Robbins
503		Secrets of Successful Amazon Selling	Aaron Patterson
504		Copyright Conundrum: Fair Use, Orphans Works and More	Kenneally, Tandler
600		Book Promotion 2013	Dan Poynter
601		Publishing 201— Marketing Basics: Strategies to Maximize Book Sales	Lichtenberg, Antonopoulos, Bryerman
602		Work With Indie Bookstores To Reach Your Readers	Panel
603		Time-Tested Marketing Strategies for Finding More Readers	Smith, Madhubuti, Mettee
604		Promotion Tips and Techniques	Bandos, Castlen, Ridge
605		Ebook Production and Distribution Panel	Mark Coker, Brian Felsen & Panel
701		Publishing 202—50 Shades Of Curation: Why Reviews Matter	Bryerman, Sutherland, Thorn
702		How to Work With a Distributor to Sell More Books	Doherty, Kohl, Williams
703		Promoting Titles to Online Communities	Dickman, Marx, Theoret
704		Take Your Social Media Campaign to the Next Level	Judith Briles, Joan Stewart
800		Keynote Lunch	Domenique Raccah, David Houle
801		Publishing 301— Create Websites and Blogs that Boost Your Bottom Line	Friedlander, Bodie, Stewart
802		Marketing and Promotion Strategies for Reaching Your Unique Audience	Brian Jud
803		21st Century Library: How Publishers Can Reach Patrons	Carlisle, Clark Sendze
804		Beyond Spellcheck: Editing for Success	Goodman, Pelto, Wendel
901		Publishing 302— Strategies for a Winning Social Media Campaign	Antonopoulos, Doherty, Hay
902		Cost-Effective Printing: Cutting Edge Solutions	Knight, Kuckruck, Schnell
903		Success Stories: Tips and Techniques from Small Publishers With Big Sales	Panel
904		Marketing Outside of the Box: Tools to Revitalize Revenue	Foster, Spurr, Stewart

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