

Supply Chain 20/20: A Clear View on the Local Multiplier Effect for Book Lovers

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978-1-988971-49-0

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Kim Staflund's career book for writers *Supply Chain 20/20* aims to put power in their own hands.

Explaining book publishing both in terms of what it now is, and what it can be, this beneficial text enables and motivates writers to embrace new publishing paradigms. It details the laborious process of publishing and the low rewards that most writers receive for publishing, but says that this will not always be the case.

The text introduces two revolutionary ideas: the Local Multiplier Effect and "rapid release" publishing. The Local Multiplier Effect involves strategies for keeping money within local economies—a countercultural way of doing business that is said to have surprising effects. Meanwhile, "rapid release" publishing aims to get books in readers' hands with speed, with the goal of publishing a new e-book every six weeks. Such output, the book says, broadens the market for books and harnesses the power of search engine optimization.

Both approaches are supported with references to Staflund's own experiences, especially during the pandemic-led economic tumult of 2020, as well as with examples of other authors who have had success with them. Staflund writes that, when she focused on partnering with local suppliers and business, both found that "we not only survived," but thrived. The book also details her experiences with rapid publishing, contrasting them with the long timelines of traditional publishing.

Businesslike and to the point, this swift and organized book includes practical insights that will help when it comes to adapting these strategies to the needs of individual authors (some may want to release a long novel as series of novellas published every six weeks, for example, or may want to make use of on demand printing machines). Staflund introduces strategies of varying heft, but whether the task is large or small, maintains a sense of one's publishing goals at each step.

In-depth examinations of different publishing avenues, including traditional, independent, and hybrid publishing, break the processes down to their elements, as where the book covers who is involved in the process before, during, and after publication. This thoroughness sometimes results in information overload, though, obscuring the book's main ideas. And while the book's approaches are adaptable to every kind of author, their unapologetic focus on commercial success, rather than artistic excellence, may not suit every writer.

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MELISSA WUSKE (December 14, 2021)

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