

CHINA DAILY

Small Press Big at New York BookExpo 2013

While the the large publishers most often owned by a media conglomerate always dominate the largest book trade show in the United States, in the past couple of years more and more attention is being paid to books coming out of the smaller independent publishers. This year was no exception.



Every book show has at least one book that is the expose that will lead a news-cycle... or become a segment of 60 Minutes! I think that Gary Heyward's Corruption Officer is that expose. "I worked on Rikers Island for nine years and due to a "cooperating" inmate I became inmate 0604017. All the corrupt things that you heard or saw in the news about the notorious city jails are going on.. and then some!"



Each year there are ordinary people who have come up with an extraordinary idea for a book that if marketed correctly, can sell hundreds of thousands, maybe millions of copies. Indy and James Lucas came up with Ed the AED. Means nothing to you? Well, if you have a heart attack you will hope someone knows about it. "An Adventure with ED the AED is a fun book written to educate children about the safe and easy usage of AED (Automated External Defibrillators.) This book gives children and adults training through its easy step by step format with simple to understand instructions

on the use of an AED. This book helps to not only empower adults but children of any age to feel confident to help save a life ,Ai it is a powerful tool to help anyone over come fear that might otherwise keep them from getting involved in a life and death emergency."



Fiction is hard for any press to publish, not to mention an indie-publisher. Every year there is at least one very young author who has written a niche-novel, has put together a killer publicity machine and a high-impact website... all of which cost a lot of money... and goes "out there" to sell his or her story. This year "the story" is The Whispers of The Fallen by J.D. Netto. Some reviewers think his book will be a winner... picked up by Hollywood... and he will become a big seller. Of course reviewers have been that about authors they like forever.

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*July 2013
Regional Edition*