



Xlibris Author, Fred Glueckstein, Sees Results From Well-timed and Persistent Marketing Campaigns

Xlibris Corporation, June 27, 2006

URL: <http://www.pr9.net/ent/literature/4009june.html>

Xlibris author to speak at the Baseball Hall of Fame 2006 Authors Series

PR9.NET June 27, 2006 - Sykesville, Maryland – Fred Glueckstein, author of The '27 Yankees, has been asked to speak and hold a book signing on July 7, 2006 at the Baseball Hall of Fame in Cooperstown, New York. This is one of many engagements Glueckstein has been asked to attend largely as a result of his grass roots and online marketing efforts.

The '27 Yankees was published through Xlibris, the leader in print on demand publishing. Glueckstein decided early on to go with Xlibris as he was looking for absolute design and content control over his book as well as extensive marketing and distribution support. Xlibris provided everything he was looking for in an affordable package. With Xlibris' support, Glueckstein launched a wide-ranging marketing strategy that included sending galleys to libraries and bookstores, handing out business cards to everyone he met and sending out press releases to an online targeted audience. These efforts paid off with book sales.

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About Xlibris Corporation

Xlibris was founded in 1997 and, as the leading publishing services provider for authors, has helped to publish more than 20,000 titles. Xlibris is based in Philadelphia, PA and is a strategic partner of Random House Ventures, LLC, a subsidiary of Random House, Inc. Xlibris provides authors with direct and personal access to quality publication in hardcover, trade paperback, custom leather-bound, and full-color formats.

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