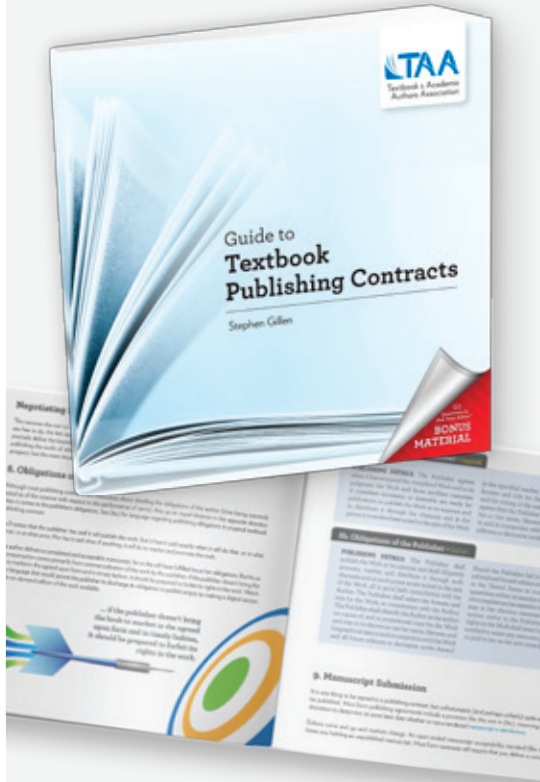




**A Critical Reference Tool for Authors!**



**Guide to Textbook Publishing Contracts**

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By Stephen Gillen

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**New Book Helps Authors Negotiate a Better Textbook Publishing Contract**

**Textbook authors have more leverage than they think, says Stephen Gillen, author of new book, *Guide to Textbook Publishing Contracts***

**Fountain City, WI, April 20, 2016** – Textbook authors have more to review on the standard textbook publishing contract and more leverage to negotiate than they might think, says Stephen Gillen, a Partner at Wood Herron & Evans, and author of a new book published by the Textbook & Academic Authors Association, *Guide to Textbook Publishing Contracts*.

“Odds are, you will not prevail on all of the clauses you want to negotiate,” he said. “But odds are equally as good that you will not lose on all of them either. In any event, you will not get that for which you do not ask. So ask away—at the end of the day you will have a better deal.”

In his step-by-step guide, Gillen illustrates the key provisions of a typical textbook contract and how textbook authors can determine what’s important to them so that they can enter into the contract negotiation process better informed. He shares the “typical”, “better” and “better still” options authors can consider when making decisions about what to negotiate.

Kevin Patton, award-winning author of *Anatomy & Physiology (9e)* said: “I’ve never recommended a law book to my friends (or anyone, for that matter). However, I strongly advise anyone interested in textbook authorship, whether looking forward to a first contract or having recently signed your umpteenth contract, to read *Guide to Textbook Publishing Contracts*. Then remember where you put it when you are finished because you’ll want to go back and use it each time you are offered a new contract or amendment.”

Michael Sullivan, award-winning author with 14 mathematics textbooks currently in print, said: “Steve Gillen’s *Guide to Textbook Publishing Contracts* is not just reading material, it is an indispensable reference, whether you are a first-time or experienced author.”

For more information on *Guide to Textbook Publishing Contracts*, available as an e-book or print book, visit <http://www.taaonline.net/guide-to-textbook-publishing-contracts>

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**Stephen E. Gillen** teaches Electronic Media Law at the University of Cincinnati College Conservatory of Music. He worked for nearly 20 years in publishing prior to entering private practice in the middle 1990's. He is presently a partner at Wood Herron & Evans (a 145-year-old Cincinnati law firm focused on intellectual property) where he concentrates his practice on publishing, media, and copyright matters.

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