Understanding and Negotiating  
Book Publication Contracts

Presentation Notes

# 1. Understanding and Negotiating Book Publication Contracts

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# 2. Hello!

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# 3. Roadmap

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# 4. Contract & Negotiation Fundamentals

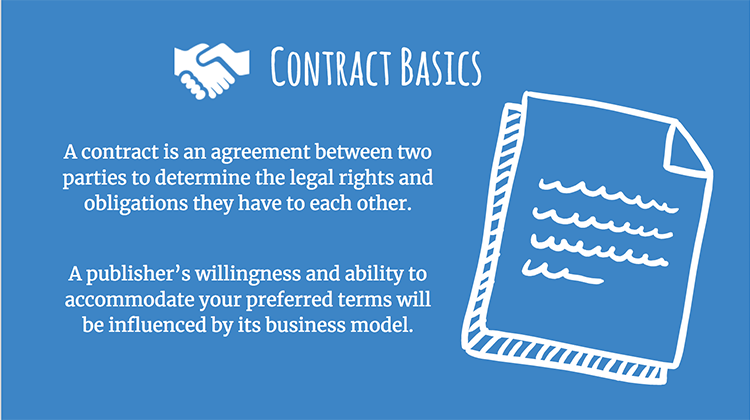
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# 5. Contract Basics

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# 6. Negotiation Fundamentals

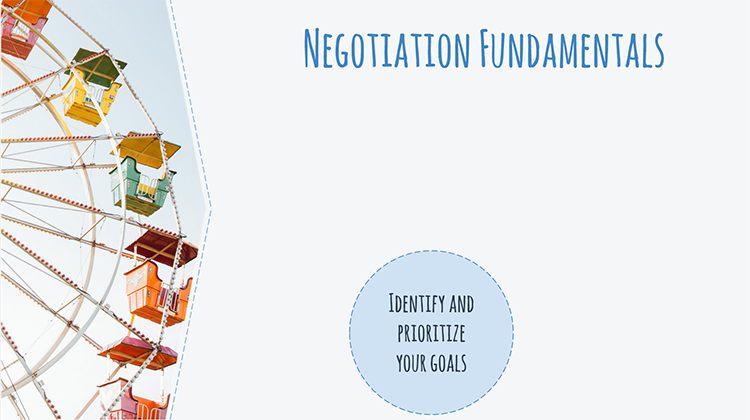
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# 7. Negotiation Fundamentals

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# 8. Negotiation Strategies

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# 9. Clarifiers

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# 10. Sweeteners

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# 11. Softeners

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# 12. Things Left Unsaid

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# 13. The Contract RUNS the Relationship

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# 14. The Grant of Rights

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# 15. What Rights?

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# 16. Grant of Rights Clause

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# 17. Limiting the Grant of Rights

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# 18. Success Story

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# 19. Subsidiary Rights

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# 20. Limiting Subsidiary Rights

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# 21. Success Story

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# 22. Your Obligations

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# 23. Third-Party Permissions

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# 24. Warranties

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# 25. Indemnities

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# 26. Success Story

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# 27. Future Works: Revised Editions

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# 28. Future Works: Non-Competes

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# 29. Success Story

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# 30. Getting Your Book to Market

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# 31. Pricing

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# 32. Success Story

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# 33. Look and Feel

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# 34. Success Story

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# 35. Advertising and Promotion

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# 36. Name and Likeness

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# 37. Review & Author Copies

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# 38. Parting Ways

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# 39. Rights Reversion

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# 40. Success Story

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# 41. Assignment Provisions

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# 42. Further Resources: Authors Alliance

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# 43. Credits

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[[1]](#footnote-1).

1. . **Authors Alliance is grateful to Arcadia—a charitable fund of Lisbet Rausing**

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