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Thinking Like Your Editor: How to Write Great Serious Nonfiction and Get It Published

Susan Rabiner, Alfred Fortunato

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Distilled wisdom from two publishing pros for every serious nonfiction author in search of big commercial success.

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• why every proposal should ask and answer five key questions;

• how to tailor academic writing to a general reader, without losing ideas or dumbing down your work;

• how to write a proposal that editors cannot ignore;

• why the most important chapter is your introduction;

• why "simple structure, complex ideas" is the mantra for creating serious nonfiction;

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Whatever the topic, from history to business, science to philosophy, law, or gender studies, this book is vital to every serious nonfiction writer.

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