



Harriman House



Independently minded
publishing since 1992

**Our approach to
marketing your book**



...talk to us

Welcome aboard

- You've done the hard work and written your book. Now, it's time to drive the sales ...
- We provide a highly effective sales, marketing, publicity and social media support service.
- As part of your author journey, we'll be providing you with promotional support every step of the way.
- Let's work together to enhance engagement, influence and achieve great sales.



What we do

Shortly after you submit your manuscript we will register your title and provide sales information to our:

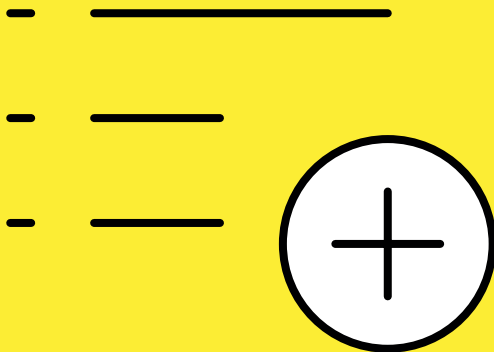
- Academic and corporate channels
- Agents
- Book buyer contact base
- Distributors
- Library suppliers
- Rights and licensing partners
- Sales and trade partners
- Wholesalers

- Your new book will be featured on our website: harriman-house.com
- Visitors will be able to pre order the print edition and eBook at a special price. We often offer customers who purchase the print edition a free copy of the eBook version.
- Your book's details will be uploaded to Amazon and to Nielsen (the latter feeding a whole range of online booksellers such as the Apple iTunes store, Waterstones online and Google Play). There it will also be available for pre order.
- To reinforce our activity, here are some guidelines for how you can help us to market your book.

Our approach...

We pride ourselves in providing:

- Accurate, advanced book information
- Direct fulfilment service to our customers
- Professional promotional material
- Support you as an author



We also:

- Attend events
- Create tailored campaigns in multiple languages
- Deliver customised material in digital, audio and print
- Engage with social media communities and special interest groups
- Influence buyers and thought leaders by raising awareness of our portfolio of books
- Offer generous discounts and special offers
- Place adverts with key media partners
- Reach and develop new global sales channels
- Roll out various newsletters and promotions
- Set up PR and influencer campaigns and coordinate press interviews

Examples of our tools

Out
now! Our latest
& greatest.

Hh Harriman
House

Share your thoughts

And get £10 off your next order!

Hh Harriman
House

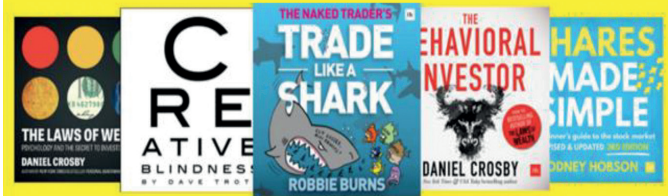
Summer
savings!

Hh Harriman
House

Save
now! Exclusive offers
for our subscribers.

Hh Harriman
House

Available Now



Hh Harriman
House

We celebrate translation success

During discussions with your commissioning editor you may well have talked about the possibility of rights.

In a book contract, the author assigns the publisher the right to publish his or her work, however they also grant the publisher the right to “sub license” his or her book for various formats and adaptations in addition to the primary formats.

In Harriman House’s case this usually means overseas rights with many of our titles being translated into different languages, however there may well be other ways third parties might be interested in exploiting the book, for example audiobook publishers, movie producers, etc.

We’ve paid out £2 million in author royalties in the last 10 years!

We hope to secure licensing opportunities for your book.

Discover more about rights at Harriman House:

harriman-house.com/downloads/authors_guide_rights.pdf

Harriman House facts:

Our titles have been translated into multiple languages and published in more than 20 countries worldwide!



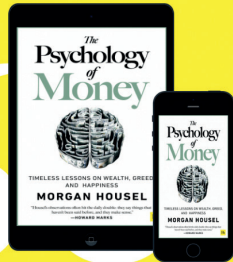
Independently minded publishing
since 1992



We announce new formats

eBooks

Making sure our books are accessible to customers in the formats that suit them.



Audio

Making sure our books are accessible to customers in the formats that suit them.



Hh Harriman House

**Creative
Blindness**
by
Dave Trott

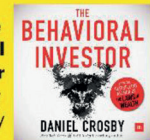


Available to buy from
Audible, Amazon and
iTunes

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AUDIOBOOK
**OUT
NOW**

**The
Behavioral
Investor**
by
Daniel Crosby



Available to buy from
Audible, Amazon and
iTunes

Hh Harriman House

AUDIOBOOK
**OUT
NOW**

Discover more about audio at Harriman House:

harriman-house.com/downloads/authors_guide_audiobooks.pdf

We attend events...

We attend a number of publishing industry and specialist events. This varies from time to time.

Some of the shows we attend include:

- Frankfurt Book Fair
- London Book Fair
- London Investor Show
- Master Investor Show
- UK Investor Show



If you would like to find out more about the events we attend or talk to us about a speaking engagement you have coming up, please get in touch at: marketing@harriman-house.com

Our approach to PR

- To gain publicity for your book, we compile a list of potential reviewers, journalists, influencers and bloggers using our extensive database of media contacts and thought leaders. Typically, this includes newspapers, periodicals, independent reviewers, websites and specialist television/radio/podcast programmes most likely to be interested in your book. We will send press releases and review copies of your book and we also negotiate reader offer deals where appropriate.
- Reviews are of course an important element of book promotion. Quotations from reviews will be used on our website, within the book itself and also shared with Amazon and Nielsen.
- We create digital tools for social media channels to help celebrate success!
- Always share any coverage with us. And remember if you mention your book in a column or contribution, always ask for a thumbnail of your book cover to be added and a note about where to buy!

Discover more about our PR capability:
harriman-house.com/press/publicity

**We have had at least 3,500+
media appearances.
Our books and authors
have appeared in Forbes,
New York Times and BBC
plus many more channels,
multiple times**

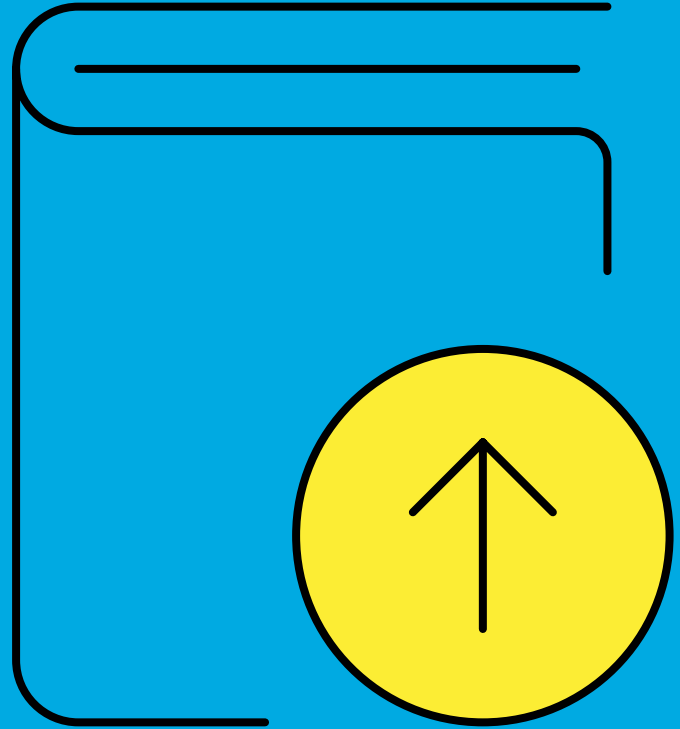


**Independently
minded publishing**
since 1992

Boost your author platform

Let Harriman House help you to build your
author platform and drive sales for your book.

Talk to us
marketing@harriman-house.com



How to market your book

What you can do

Table of contents

How to market your book:

Part 1: Choose your promo tools

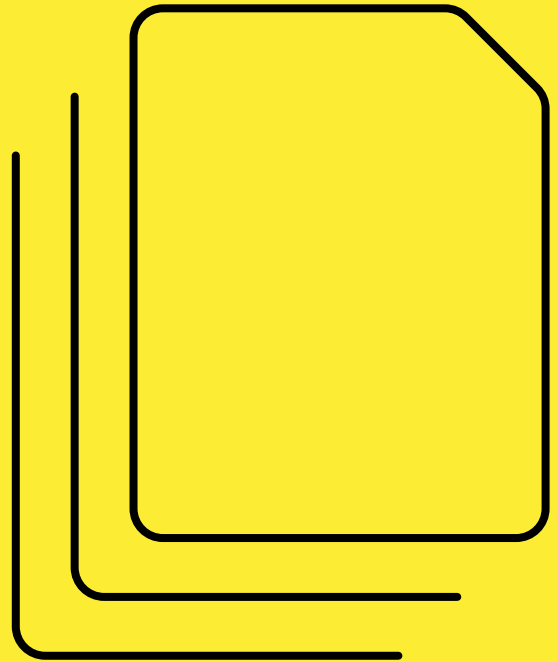
Part 2: How to use social media

- LinkedIn
- Facebook
- Twitter
- Instagram
- Other social media channels

Part 3: Other ways to promote your book

- Prepare your own email campaign
- Create a video
- Engage with the media
- Speak at events and/or host a webinar
- Be Amazing on Amazon

Part 4: Look at what other authors do



What you can do

To reinforce our activity we have created guidelines
and tools to help you market your book.



Part 1: Choose your promo tools

Take a look at the examples that follow and then ask our marketing team to create some tools specifically for you.

Contact: marketing@harriman-house.com

Choose your tools

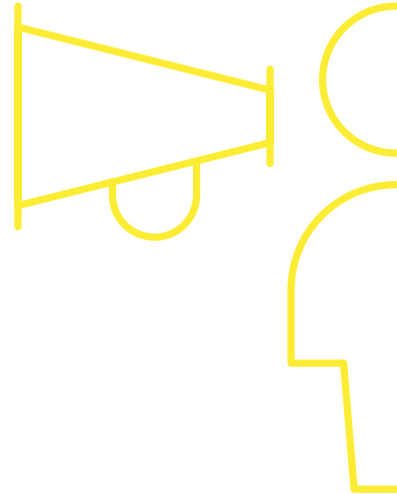
We can create some bespoke digital tools specifically for your book.

Shout and share your book news as part of your email signature or via your social media networks. We can provide you with a high res cover image of your book and teaser material to show the cover image, table of contents and sample chapter.

We can provide you with tools to help you to create a buzz.

For instance:

- Pre order
- Out now
- Celebration e.g. award or speaking engagement
- Testimonial, highlight from a review, statement
- Book by format
- Special offer
- Standard email signature



Once you've chosen the style you would like, the tools can be created in any size for you to share via your network.

Look at the following pages, pick the style you like and email us to create something for your book at: marketing@harriman-house.com

Choose your tools

Pre-order

The Naked Trader
5th edition
by Robbie Burns

25% Off
Paperback
Only
£11.24

9-16 September 2019
www.harriman-house.com

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Out now

The Crypto Trader
by Glen Goodman

20% off & free postage and packaging

20-27 May 2019
www.harriman-house.com

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OUT NOW



The Crypto Trader
by Glen Goodman

20% off & free postage and packaging

20-27 May 2019
www.harriman-house.com

Hh Harriman House

OUT NOW OUT NOW OUT NOW

Email us to create something similar for your book at: marketing@harriman-house.com

Choose your tools

Celebration

e.g. award or speaking engagement



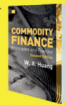
Email us to create something similar for your book at: marketing@harriman-house.com

Choose your tools

Testimonial, highlight from a review, statement

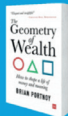
...just the right balance
between breadth and depth
as well as between concepts
and applications.

Professor Walter, Stern School of Business



No matter how well plans are set
and executed, there will always
be the need to adapt. Adversity
can never be avoided entirely.

Brian Portnoy, The Geometry of Wealth



John has been writing about
investing, and meeting with the key
characters in the investment world,
for over 15 years. You'll want to read
what he has to say very carefully.

Merryn Somerset Webb



Email us to create something similar for your book at: marketing@harriman-house.com

Choose your tools

Book by format



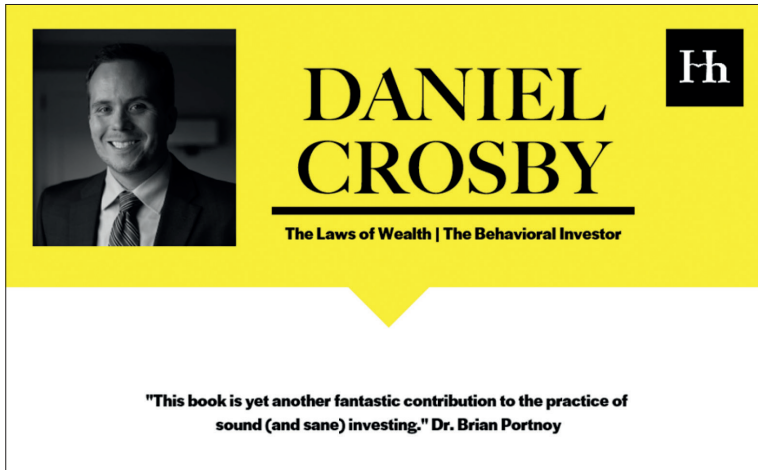
Special offer



Email us to create something similar for your book at: marketing@harriman-house.com

Choose your tools

Standard email signature



Email us to create something similar for your book at: marketing@harriman-house.com

Part 2: How to use social media

We've created some quick guides to help you spread the word about your book.

Contact: marketing@harriman-house.com

Introduction to social media

- Billions of people around the world use social media, among them many influencers, thought leaders, academics and peers.
- Use social media to create a buzz for your book. Provide useful and interesting content. Be authentic and have some fun!
- This can be started prior to publication, but we recommend that you wait for the cover before you dive in.
- Use social media to connect with people who might be able to mention your book; to review it; to cite it; to adopt it for professional or academic courses; to use it for training; to buy copies for an organisation and/or to use it as an inexpensive but valuable giveaway.
- Our social media guidelines focus on LinkedIn, Facebook, Twitter and Instagram.
- Kick start your activities by downloading some social media templates to save you time and effort blog.hootsuite.com/social-media-templates
- Use analytics so you'll see when your followers are active, and measure which posts are working best and know when to stop.
- We recommend Crowdtangle (crowdtangle.com/features), a free social media tracking tool which allows you to see which posts (on Twitter/Facebook/LinkedIn) are performing the best on your feed, track competitor posts (so you can learn insight from the performance of their posts (video v infographics etc).
- Keep the momentum going!



LinkedIn

linkedin.com

- Build followers and promote your book to over 690+ million users (LinkedIn, July 2020)
- Use LinkedIn to build your author platform, discover new job opportunities, share news and stay in touch with colleagues and influencers.
- As an author, there are lots of ways to connect with an audience on LinkedIn.
- Set up/Revise your LinkedIn presence and edit your profile section to:
 - Show the word 'Author' within your headline and experience field/s
 - Feature your book/s within your summary blurb and header
 - Include media coverage
 - Announce any speaking engagement and/or add conference slides (featuring the cover of your book)
 - Upload sample material from your book (for example a chapter, cover, foreword and/or testimonials)
- Be active!
 - Share news, articles, posts, documents and video
 - Add hashtags, key words and where to buy links
 - Join groups there's a group for every industry, skill and job so find what's relevant and get involved in the discussion
 - Ask peers, partners and influencers to write recommendations for you



Facebook

facebook.com

- Facebook is community of 2.6 billion active monthly users (Source: Statista, as of April 30, 2020)
- Use Facebook to connect with friends, build your author platform, and post news about your book.
- You can connect with an audience on Facebook by setting up a personal profile and/or an author page.
- Make sure you:
 - Reply to comments, offer suggestions and encourage conversation
 - Post videos and upload pictures
 - Join groups related to your area of expertise
 - Run events, set up a book giveaway or run a competition
 - Try Facebook Live and engage with your audience in real time. Share your latest news and conduct interviews, offer prizes, run live Q&A sessions or simply be out and about talking about your book



Discover more about Facebook Live:

facebook.com/facebookmedia/blog/tips-for-using-live

home.bt.com/tech-gadgets/internet/facebook-live-what-is-it-and-howdoes-it-work-11364064603120

Discover how to download streaming software and explore Facebook Live:

facebook.com/help/587160588142067

Twitter

twitter.com

- There are 1.3 billion accounts created on Twitter and 330 million monthly active users (Source: Wordstream, July 2020)
- Use Twitter to further build your author platform by reading and posting short messages (up to 280 characters, per tweet).
- As an author, there are lots of ways to connect with an audience on Twitter. For instance:
 - Set up a good biography – something creative and engaging that shows your personality
 - Use your header image, bio, or a pinned tweet to promote or link to your book
 - Add where to buy links (Amazon, via all good bookshops or directly from Harriman House)
 - Twitter will automatically give you suggestions on who to follow based on your own profile
 - Use a chatty tone and post something several times a day and frequently use engaging pictures, videos and hashtags
 - Always tag @harrimanhouse if you are tweeting about your book and then we can share and retweet with our followers
 - Retweet and share other's ideas
 - Look at competitors, connect with industry leaders, stay on top of trends and engage with readers using Twitter lists (a curated group of Twitter accounts) – Twitter widgets
 - Use Tweetdeck or Hootsuite to schedule tweets in advance



Remember: It's better to have more followers than people you're following! Always study the analytics and tweak your messages as you go ...

Instagram

[instagram.com](https://www.instagram.com)

Instagram, a totally visual platform now has 1 billion+ monthly active users and more than 500 million of them use the platform every day, with the single most popular age range of users between the ages of 25–34, followed by users between the ages of 18–24. (Source: Statista, 2018)

Think of ways to show your book in a creative way to this predominantly young audience:

- Post engaging pictures with compelling tag lines and hashtags
- Don't be shy to ask Facebook and Twitter friends to check you out on Instagram

Consider setting up a business account as it might make it easier for you to establish contact with followers.

Setting up a business page would:

- allow your visitors to contact you and stay in touch via email/phone
- provide statistics to find out what posts work better
- help to create ads and manage them
- enable you to link to Amazon or the Harriman House site
- write what your page is about, including how followers may benefit from connecting with you

Discover more about Instagram for business:

blog.hootsuite.com/how-to-use-instagram-for-business



Other social media channels

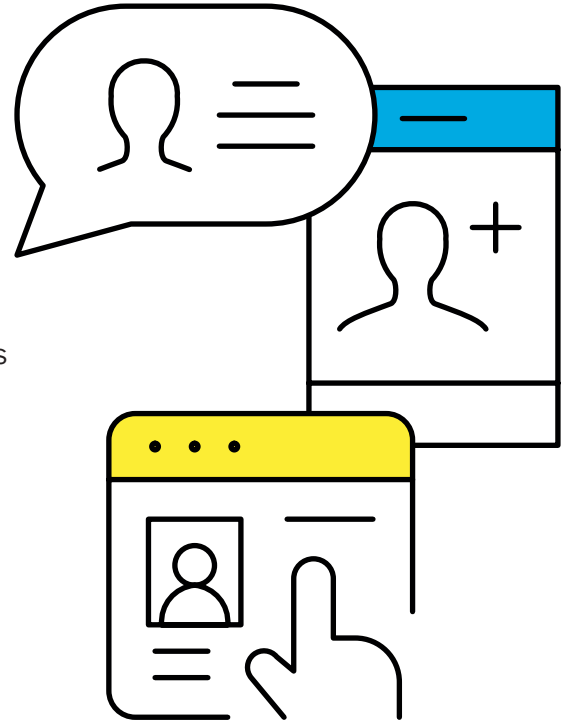
To summarise:

- LinkedIn works for more professionals
- Facebook still works for a global audience
- Twitter is a fast way to engage with multiple users
- Instagram appeals to a huge audience for visuals
- YouTube works wonders for video content

You can, of course, use a plethora of other social networks and tools to create a buzz around your book, including, but not limited to:

- Vimeo
- WhatsApp

You might also want to consider some of the regional social communities such as WeChat, Sina Weibo among many others



Part 3:

Other ways to promote your book

Take a look at the examples that follow and then ask our marketing team to create some tools specifically for you.

Contact: marketing@harriman-house.com

Prepare your own email campaign

Email is a highly effective way to engage with your readers.

Here are some tips on getting started:

- Identify your target audience
- Prepare a compelling message with incentive (we can provide you with a promo code for your book); feature a clear 'call for action' and include an 'Offer ends' date
- Start to build a successful list
- Consider which email marketing service/newsletter automation tool to use (e.g. Mail Chimp)
- Ensure that you gain permission of anyone who wants to receive your emails
- Check and adhere to all laws and regulations around data protection
- Fix a name for your email campaign so you can easily identify it later
- Set up a way to track your email campaign which will enable you to analyze and engage
- Build a template (most email marketing software tools have pre designed templates which will help you)
- Decide how best to scrutinise the data to improve your next campaign



Discover more about Mailchimp:

mailchimp.com/resources/mailchimp-101

Consider alternative email marketing services:

blog.capterra.com/top-10-mailchimp-alternatives-small-business-email-marketing

Read the Harriman House privacy policy:

harriman-house.com/home/privacy

Understand data laws and regulations:

- Effective from May 2018, GDPR (General Data Protection Regulation) applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.
- Information privacy law or data protection laws prohibit the disclosure or misuse of information about private individuals. Many countries and independent territories, including nearly every country in Europe and many in Latin America and the Caribbean, Asia, and Africa, have now adopted comprehensive data protection laws.
- USA is notable for not having adopted a comprehensive information privacy law, but rather having adopted limited sectoral laws in some areas.

Create a video: Aim and scope

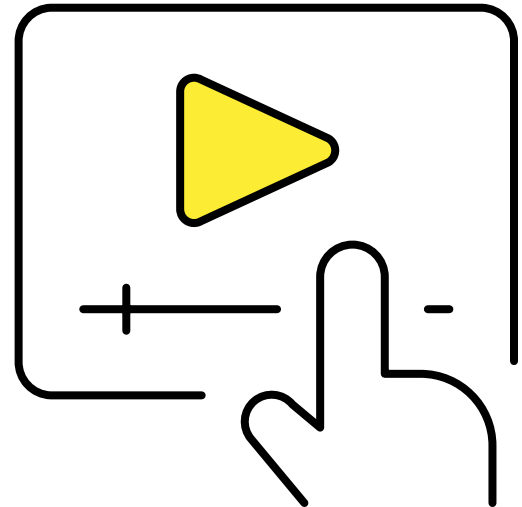
Video is a highly effective form of content and goes hand in hand with social media.

We thoroughly recommend that you create your own trailer style, book video. It only needs to be very short to explain what your book is about and to show that you're a genuine author with expertise and a personality!

Some author videos are only 10–15 seconds (Ratio: 9:16 to 16:9, max. 4GB) and we usually recommend that you keep it under 1 minute.

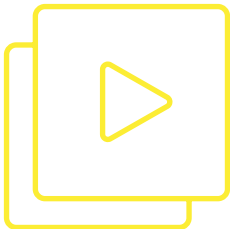
Your video should:

- Show your book at the beginning and end
- Present what your book is about in 10 seconds
- Talk about the readership
- Think – who will buy it?
- Explain why it is timely or needed
- Highlight why it is different to any other titles
- Direct viewers to where to buy it! (All good bookshops, Amazon or Harriman House website)



Create a video – Tech tips

- Source and use pictures but be careful as there can be copyright issues. Always look for free picture sites such as Pexels.
- Free stock sites can be limited, so you might consider purchasing images from stock galleries such as Getty Images or Shutterstock.
- Once you've found the right images, you need to create a video. Search for some free video editing software programmes such as Movie Maker (for Windows) and iMovie (for Mac) but be aware that most of them limit the free features. We use Ripl to create quick, storytelling videos.
- Headliner is a fast and effective way to create shareable video clips. So, if you're interviewed on the radio or appear on a podcast, you can easily turn your audio into video and then share some clips via your social media channels.
- Headliner also enables you to add audio over the top of static images (along with subtitles) which could be really useful for some of our interview articles and would be a great way to promote them.



Discover more:

[**ripl.com**](https://ripl.com)

[**pexels.com**](https://pexels.com)

[**gettyimagesgallery.com**](https://gettyimagesgallery.com)

[**shutterstock.com/photos**](https://shutterstock.com/photos)

[**headliner.app/gallery**](https://headliner.app/gallery)

Engage with the media

We have an extensive media contact base of journalists, reporters, bloggers and influencers for print, broadcast and streaming services.

Upon launch, we'll coordinate a publicity campaign for your book and we'll make every effort to set up some interviews with you. Of course, coverage is never guaranteed but we're always keen to collaborate.

Please make sure that you:

- Provide any appropriate media contacts that you have to us and keep us posted of any media interest
- Use social media to share news of any media coverage
- Add details of your book(s) to your biography
- Share tips, updates and insight on hot trends these help us sell you and your book to the media
- Write articles and opinion pieces which we can pitch to the media
- Submit short opinion and/or analysis pieces (approx. 300 words) or a simple Q&A which we can feature via our website and other blogs
- Read and contribute to publications and blogs
- Propose promotion ideas/reader offers to any media or online community contacts you have or put us in touch with them so that we might approach them on your behalf
- Seek testimonials and offer to provide endorsements
- Consider starting up a blog if you don't already have one and make sure it's linked to your book

Speak at events and/or host a webinar

Published authors, consultants and industry experts make highly credible speakers at conferences and events. Whether you're an established speaker or a total novice, putting yourself forward for speaking engagements or submitting a paper can enable you to highlight your book. We will also keep an eye out for suitable speaking opportunities and alert you to them.

If speaking engagements are available, you need to:

- Deliver a presentation that includes information on where to buy your book
- Use presentation sharing tools to upload and share your presentation online e.g. YouTube, Vimeo or SlideShare
- Take and/or propose questions from the floor and flag your book as appropriate
- Explore ways to sell your book at the event via the organiser. Perhaps a bookseller is attending or if not, you may be able to set up a table top display and/or share promotional material (e.g. flyers or a digital banner) before, during or after the event
- Talk to the event organiser about how your book could add value to the event. Sometimes, it's possible to negotiate a deal where the event organiser buys multiple copies of a book for a discount or as a waiver for a speaker fee
- Tell us in advance if you're speaking at an event. We're always happy to help you with promotional material. Please allow time for despatching books and/or promotional material to be coordinated for international meetings.

Discover more about events at Harriman House:

harriman-house.com/downloads/authors_guide_events.pdf

harriman-house.com/downloads/authors_guide_webinar.docx

Be amazing on Amazon



Your book will be made available to pre-order on Amazon across the globe. We'll continue to monitor and update the book information, enhancing the meta data, revising key words and adding reviews and testimonials as they occur.

The success of your book on Amazon will be driven by sales, clicks and reviews. We routinely run a number of sponsored promotions on Amazon to include a product display ad, sponsored product campaign, headline search banner and A+ banners. As appropriate, we're always eager to try new promotional opportunities via Amazon such as Amazon live streaming, video and Amazon moments (coming soon)

We recommend that all of our authors engage with Amazon and in particular, amazon.co.uk and amazon.com.

We encourage you to set up your own page on Amazon to boost your book's visibility. You must carry this out separately for both the UK and US Amazon sites, details of links below:

authorcentral.amazon.co.uk
authorcentral.amazon.com

Always follow Amazon brand usage guidelines

advertising.amazon.com/resources/ad-policy/brand-usage

Top tips

- Encourage friends and colleagues to post 5 star reviews on Amazon as this will help you to move up the rankings
- Talk to us about creating and/or uploading your own video
- Comment on your own book Click 'was this review helpful?'
- Use cross product searches identify a forthcoming book which you feel may compete with your book/s and try out some related searches
- Write positive reviews about your competition. They may do the same!
- Respond to customer discussion and use snappy subject lines to draw attention

Part 4: Look at what other authors do

We've pulled together some examples of what other
HH authors have done to promote their books.

Contact: marketing@harriman-house.com

Example: How HH authors have promoted their books



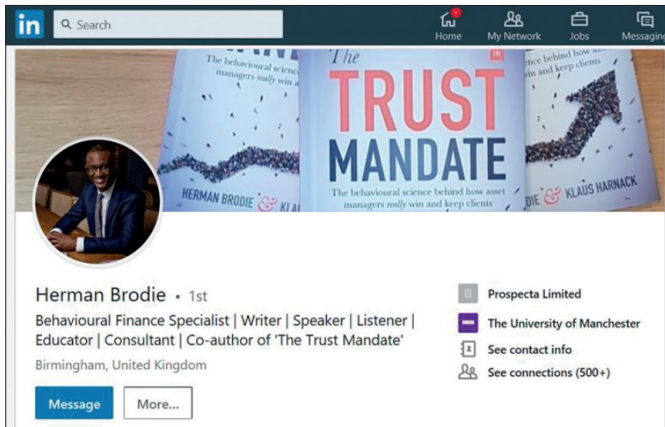
Example: How HH authors have promoted their books

Here is a link to the unboxing video which Pete Matthews did when he received his author copies

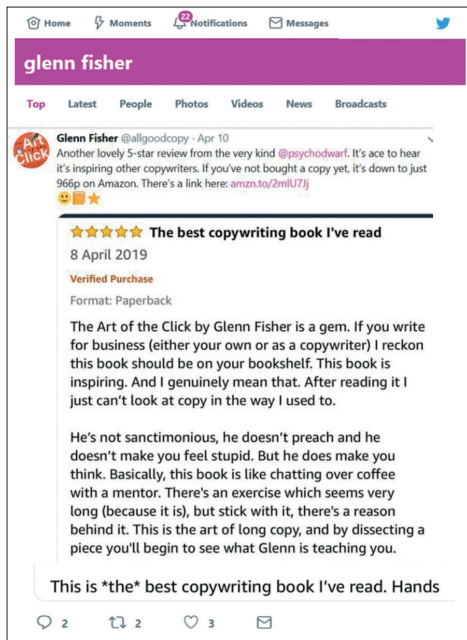
facebook.com/meaningfulmoney/videos/280116269437057



Example: How HH authors have promoted their books



Example: How HH authors have promoted their books



Credentials
read about us



Celebrate success

Our authors and partners rave about working with us.

Don't take our word for it.

Here's what they have to say...

What our
authors say
about us

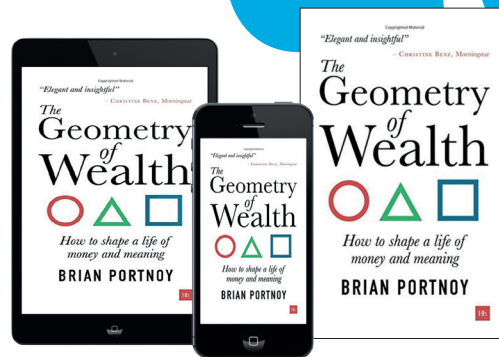
"It is no exaggeration to say that every part of my writing and publishing experience was superior at HH..."

...Harriman House has been extremely supportive of my marketing efforts: quick to send books out to prospective buyers, adept at interfacing with podcast hosts and news media outlets, and generally just ready to lend a helping hand...

...Harriman House has been instrumental in securing foreign rights and translation deals for my books whereas the larger publishing house never made such efforts. Seeing my work translated into another language and distributed in other parts of the world has been one of the most exciting parts of writing a book for me... every aspect of my writing and publishing experience with Harriman House has been excellent and I would certainly recommend them to anyone considering writing a new book."

Daniel Crosby

Author of The Behavioral Investor and The Laws of Wealth



"I've had a fantastic experience with Harriman House, who published my second book, The Geometry of Wealth. For my first book, I worked with one of the world's largest publishing houses and it was a lousy experience from start to finish: weak editing and basically no marketing support in the context of large bureaucracy filled with distracted people... The physical book they produced is lovely, including crackerjack cover art. The marketing team was well organized and effective, landing placement with good sources and already two foreign language book deals (and counting). I recommend them and would look forward to further collaboration on future projects."

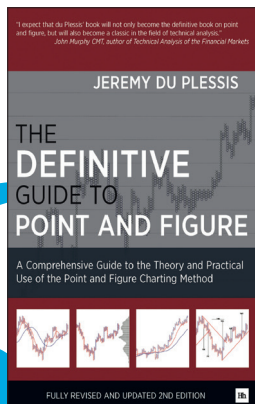
Brian Portnoy

Author of The Geometry of Wealth

"The hardest part of writing a book is the editing. If like me, you have employed the axiom of 'write fast, edit slowly', the editing is the most important part of any book and either makes it or destroys it. I can say that, having written two books and had them edited and published by Harriman, the hardest part was made a lot easier by Harriman editors who appreciated that I had the subject knowledge, but not editorial knowledge... They listened to my suggestions and proposed their own, the result being a book of the highest quality."

Jeremy du Plessis

*Author of The Definitive Guide to Point and Figure
and 21st Century Point and Figure*



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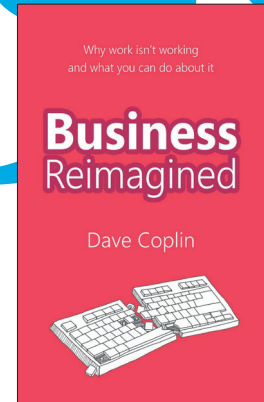
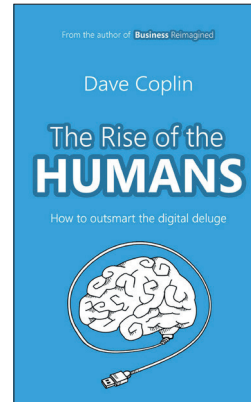
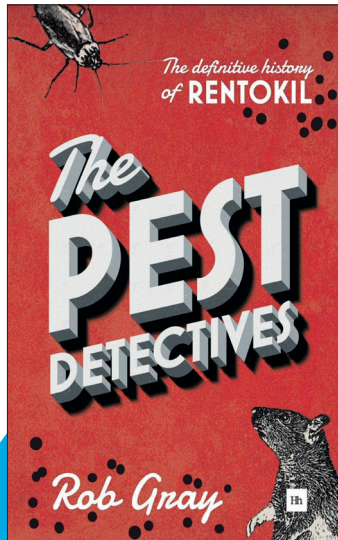
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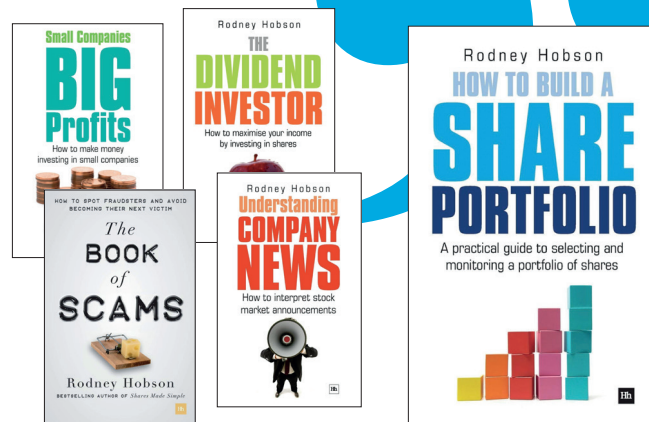
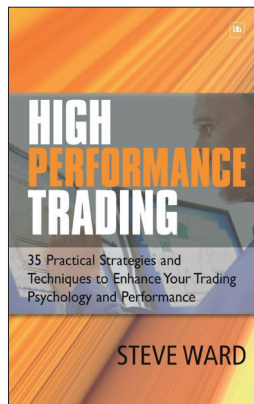
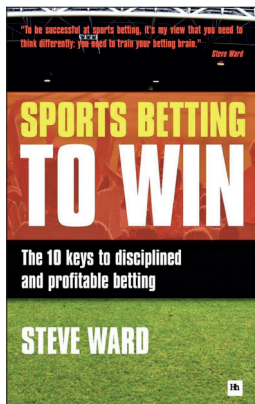
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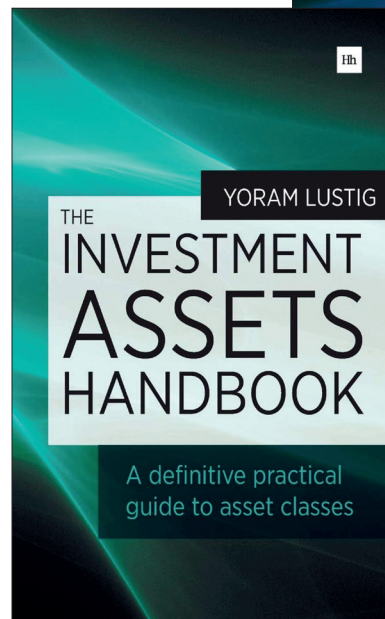
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*Author of Understanding Company News
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Dave Coplin

Formerly of Microsoft

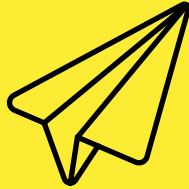
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