



# THE SALES INFORMER

Association of Publishers for Special Sales

## The Book -- A Product That Reincarnates Itself in Many Ways

By Jeff Davidson, MBA, CMC



You may have noticed that CSPAN isn't holding up CDs or DVDs yet; they have authors on shows all the time as expert guests and they still holds up the authors' books, even though other forms of media have been popular for years.

When you have a book published, you automatically have the basis for a wonderful audio script. The book itself can be cut up into at least 12 and probably 24 articles. Every couple of years you can update your book with revised editions. You also have the opportunity to sell it in a growing number of foreign markets, particularly in Eastern Europe and Latin America.

As multimedia packages become the standard in our society, your published book will take on increasing importance. It is far easier to start with a book and then proceed to a training guide, a CD, or DVD, than to proceed in the other direction.

*Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) for more information.*