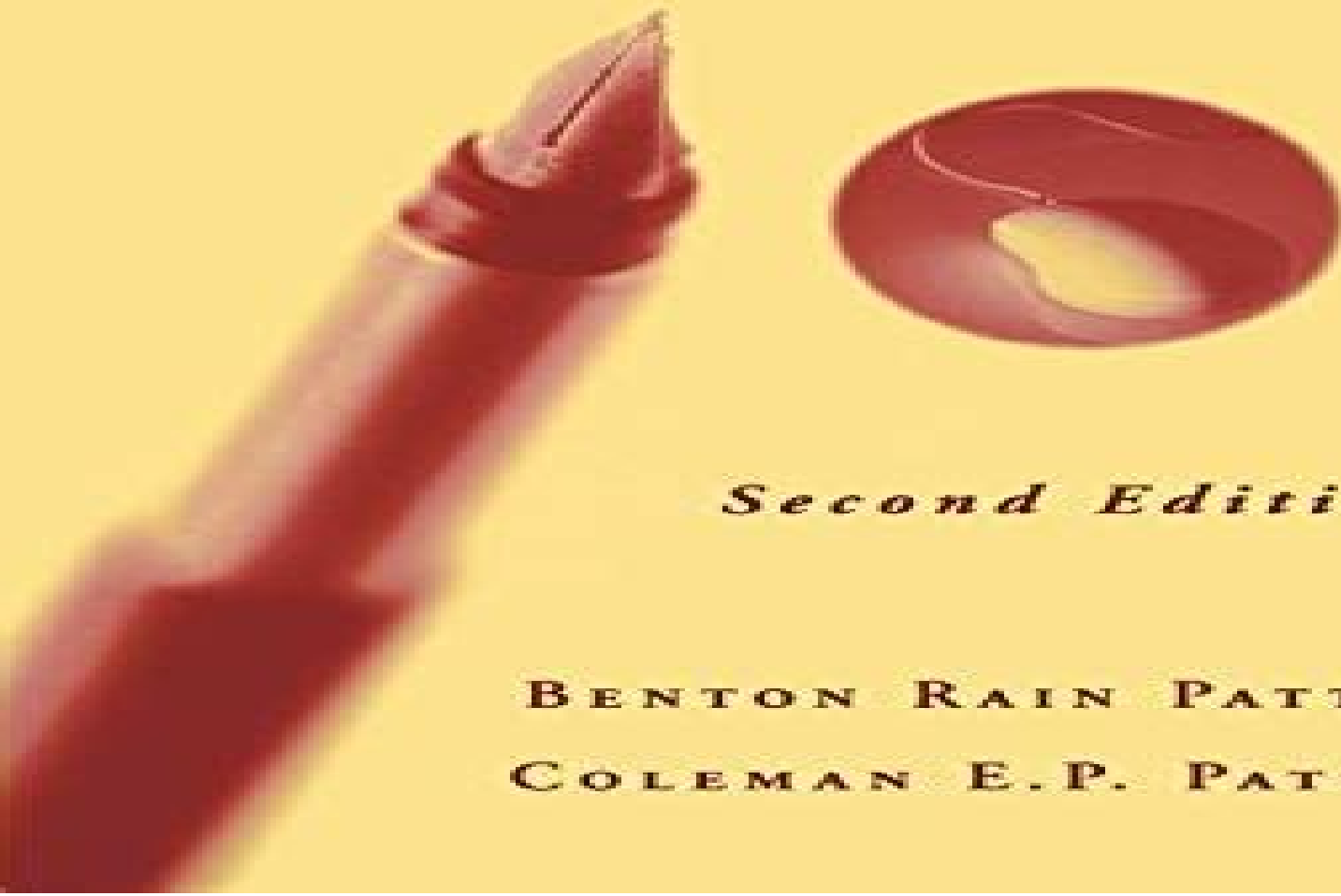


# *The* **EDITOR IN CHIEF**

*A Management Guide  
for Magazine Editors*



*Second Edition*

BENTON RAIN PATTERSON  
COLEMAN E. P. PATTERSON

# Editor In Chief A Management Guide For Magazine Editors

**David Abrahamson, Marcia R. Prior-Miller**



## **Editor In Chief A Management Guide For Magazine Editors:**

The Editor in Chief Benton Rain Patterson, Coleman E. P. Patterson, 2003-03-31 Packed with specific how tos examples and illustrations The Editor in Chief vividly presents the guiding principles of editorial management Authors Patterson and Patterson combine their extensive publishing and management expertise to update and enrich this best selling text providing help and insight to future and present journalists working in the editorial department of a magazine New to this edition is a chapter on one of the most popular and fastest growing areas of magazine publishing online publishing Readers will learn about e zines and online editions of printing magazines Launching Funding Organizing a staff Increasing readership Aimed at students interested in careers as magazine editors and at novice working editors seeking to produce better magazines The Editor in Chief 2nd Edition prepares budding professionals for the arduous but rewarding task of magazine management

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