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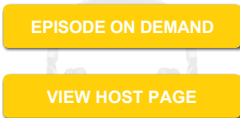
New books are published every day. Sometimes we see advertisements about them, get information about them in email or get a pop-up as we surf the net. We may see promotions on YouTube or interviews on the news with an author whose book caught on and is on the way to becoming a best seller or has already hit the top of the bestseller list. Most of us don't think about what it took to make that happen—the coaching, publicity, bookings, book signings, radio show appearances, and YouTube videos. It takes a lot of work on the part of someone or a group of "someones" to make all of that happen. Our

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**Featured Guest**



**Marianne Pestana**

Marianne Pestana is a literary publicist who is dedicated to helping authors and publishers with their promotion, marketing, and media relations.

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