

Welcome, Nurseketeers

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Nurseketeers Newsletter

Commerce is not always measured in dollars and cents. Sometimes it involves the exchange of ideas or the sharing of resources. Success for an author is measured of course, by book sales, but reviews and recognition are also important.

Think of a cold glass of lemonade and a good book. Think *Nurseketeers!*



Commerce must be dynamic and satisfying; it's not just selling.



JD and T Baker and Goodman

a book bubble about

A, B, & Cs of Author Partnering

Education & Reference

[synopsis](#) | [bio](#) | [website](#)



Author Insight

Commerce Requires a Strategy

Getting books into the hands of readers does not happen without a marketing plan based on effective communication. One essential component is the reviews that readers post to influence other readers.

Book Excerpt

A, B, & Cs of Author Partnering

The term *commerce* relates to *marketing strategies* that generate sales. For authors, it means moving books and articles from concept to the reader. Simply put, it is the process of putting the right product in the right place for the right price and at the right time.



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