Small fish in a big pond: publishing a history book using a combined business model

Abstract:
This report focuses on the business model established between previously self-published author Bruce MacDonald and publisher Vici Johnstone of Caitlin Press, for the creation of Salmonbellies vs. The World - a cultural history of the New Westminster Salmonbellies team and Canadian lacrosse. The report first provides a background on the current self-publishing environment, highlighting the options available to MacDonald and other authors, as well as his personal experience with self-publishing. It elaborates on MacDonald and Invisible Hand Legacy Books Inc., describing the onset of his professional relationship with Vici Johnstone and Caitlin Press as they worked on his previous project, The Good Hope Cannery. The report subsequently discusses how and why he partnered once again with Johnstone, and outlines the status of the Salmonbellies book's development as of this writing. After describing the unconventional business
model arranged between MacDonald and Johnstone, the report concludes with how authors - whether previously self-published or not - and traditional publishers can cooperate and mutually benefit from the industry’s rapidly evolving technological environment, working together to provide readers with the literature they desire.

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