



# The Editor in Chief: A Management Guide for Magazine Editors

*Benton Rain Patterson, Coleman E. P. Patterson*

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**The Editor in Chief: A Management Guide for Magazine Editors** Benton Rain Patterson, Coleman E. P. Patterson

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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