

Big Bad Book Blog

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Big Bad Book Blog 9-25-07

September 25th, 2007 | 9:24 am

[:: The Guardian \(UK\): My Verdict on Being a Book Judge](#)

The process of judging a short story award—in this case the **2007 Frank O'Connor prize**—seems to me a more enjoyable, yet slightly more complex affair, than the judging of novels. Reading a novel you must necessarily begin at the beginning and proceed in linear fashion towards the end (if you can finish the thing), whereas many collections can be approached from any story—the final one, if you like.

[:: Seattle Post-Intelligencer: The Author Needs An Art Director](#)

It is no secret that the visual component of a book is directly tied to sales. **[Louis] Rosenfeld** believes that design affects not only the inside and outside of the book but also the brand of the book and the author. The visual component of a book and its author now extend far beyond the physical book. Websites, social media sites, second life, avatars, and book trailers all demand design attention.

[:: eMediaWire \(Press Release\): HarperCollins Publishers Expands Author Services With Author Assistant](#)

HarperCollins Publishers

today announced the launch of a new content-rich author Web site network at www.harpercollins.com. The sites are powered by **AuthorAssistant**, www.harpercollinsauthors.com, a new proprietary online application that enables authors to create and post information, images and links quickly and easily. This new author network is a central destination where fans can find exclusive, comprehensive, and authoritative information on their favorite authors.

[:: Shelf Awareness: October is National Reading Group Month](#)

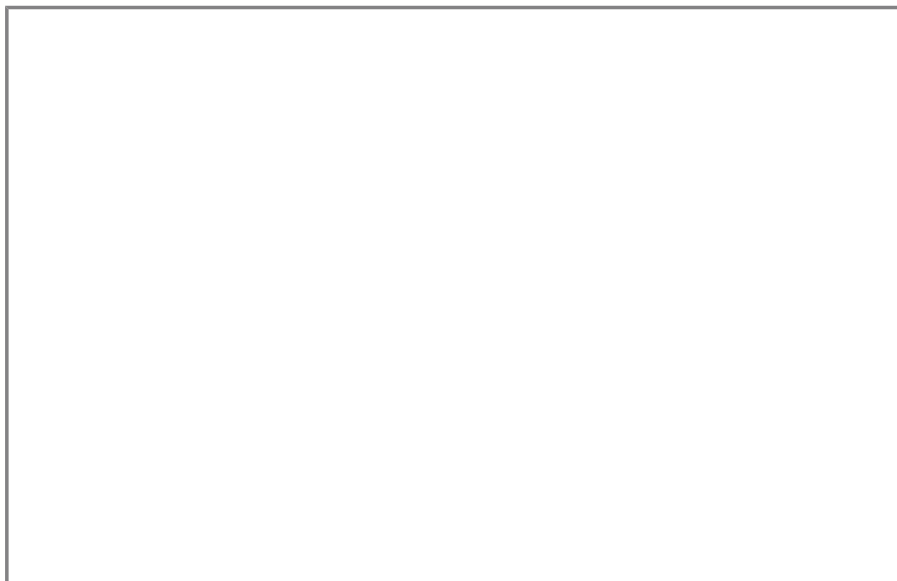
In honor of its 90th birthday, the **Women's National Book Association (WNBA)** has designated October as National Reading Group Month. Initially the idea of **Martha Burns** and **Alice Dillon**, the authors of *Reading Group Journal: Notes in the Margin*, **National Reading Group Month** augments the association's mission to "promote reading and the value of books," said WNBA president **Laurie Beckelman**.

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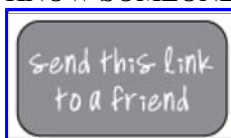


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