



Volume 9, Issue 4

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Events

Join us at [these upcoming events](#).

Video

Discover how we bring books to life at Sheridan by watching this [short video](#).

Webinars

Ready to break into non-bookstore markets? Check out our latest webinar, "What's the Big Idea: Creative Techniques for Selling in Non-Bookstore Markets." [Watch the webinar](#).

Blog

Check out our latest [blog posts](#)!

Subscribe

This newsletter is brought to you by: Laura Baker
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Want more news specific to the book publishing industry?

Follow our Sheridan Books Showcase Page
on LinkedIn for valuable information from the industry and Sheridan Books.

Working Smarter

3 Steps to Print-Ready PDFs
If your book PDF files aren't formatted correctly, you could face a delay in your print job and the added expense of re-formatting. Here's [how to be sure you're set to go — before you submit your files](#).

Did You Know?

Tools for Becoming More Customer-Centric
In publishing, we serve many masters. But it's important to stop and remember [who our true customers are and ensure we're meeting their needs](#).

Industry News & Trends

What's on Your 2015 Wish List?
Ah, the thrill and the excitement of the end-of-the-year season. Yes: It's almost time to implement your 2015 strategic plan! [Let Sheridan help you ring in the New Year with a purposeful business plan](#).

Sheridan Solutions

Pull It All Together: Sheridan's New Binding Line
What does a binding line do? It binds books, right? Well, yes, but Sheridan Books' newest equipment investment does so much more. Watch our video to see how our new line [pulls all of the parts of your process together quickly and elegantly!](#)

Book Smart

"I like to compare the holiday season with the way a child listens to a favorite story. The pleasure is in the familiar way the story begins, the anticipation of familiar turns it takes, the familiar moments of suspense, and the familiar climax and ending."
— Fred Rogers



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