

Re: Expert needed – McGraw–Hill professional technical book author/contributor

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- *From:* "Joel Kolstad" <JKolstad71HatesSpam@xxxxxxxx>
 - *Date:* Wed, 19 Apr 2006 09:36:07 –0700
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"Fred Bloggs" <nospam@xxxxxxxx> wrote in message
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You will always have the high–end super specialized market, but the volume is apparently so small these books are pushing close to \$200 average.

I like Hans Camenzind's approach with his IC design book — it's available freely as an eBook, or you can get the printed copy on Amazon for all of \$22 hardback/\$16 paperback. His book is perhaps not as "high–end" as something like Zverev (hardcover new \$285!!! — but at least paperback is \$70) or Matthaei, Young & Jones (\$139 hardcover), but it still demonstrates the point that technical books don't *have* to be spendy.

I imagine that Tim's new book would have a price tag considerably higher than \$60 if he had published through someone like McGraw–Hill, Wiley, Cambridge Press, or Artech House rather than Newnes. I've seen some truly awful books from Newnes that really never should have been published, but I'm willing to accept that if it means the really good books are considerably cheaper than going with the "big boys."

I do find it somewhat entertaining that authors such as Rudolf Graf and Joeseph Carr (and, if we shift to computers rather than electronics, Herbert Schildt) seem to manage to get what's often more or less the same material published over and over again in different books! Those guys can sure crank out pages...