



# How to Start a Magazine: And Publish It Profitably

*James B. Kobak*

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# How to Start a Magazine: And Publish It Profitably

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## **How to Start a Magazine: And Publish It Profitably** James B. Kobak

Anyone who wants to start a magazine and doesn't own this book is a fool.-Victor Navasky, Publisher, The Nation  
Timely and informative, this book explains all the steps needed in planning, testing, and executing the startup of a successful magazine. But more than this, the book serves as a resource for understanding how profitable magazine publishing is carried out, as well as the current situation in the magazine field, including branding over the Internet and other media.

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