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...Too Many Good Stories Remain Untold

With e-book sales on the rise, e-book production and publishing continue being an entry barrier for authors.

Wyk, Germany, November 28th, 2013 --- Key Concept Press today announced the availability of "How to E-book", a hands on guide to e-book publishing by internationally renowned author and technologist Othmar Kyas. "For non technophile authors the process of producing and publishing e-books is still a significant barrier, which is why many good stories remain untold and many great insights unshared." said Othmar Kyas. By 2017 e-book sales will overtake sales of printed books in the US for the first time. While the number of e-book customers is rising fast, their expectations on content, layout and handling are as well. With Kyas's latest publication "How To E-Book' relief is just one click away.

As a hands on guide for the complete e-book creation process the book covers e-book planning, writing, layout, cover design, legal responsibilities, pricing and publishing to the leading platforms Amazon Kindle and Apple iBooks as well as alternative e-book stores. All phases are described in detail in a step by step fashion, covering PC and Mac users. "Many people don't realize, that if they pick the wrong e-book store pricing option, or if they do not minimize the file size of their graphics, they will not make a single dollar on their book. Likewise authors often are not aware, that today's e-book customers expect to be able to start reading an e-books on a smart-phone, continue on a computer screen and finish on a tablet. And that the document has to look good on all these devices, which has significant impact on the production process." Kyas explains the challenges of



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