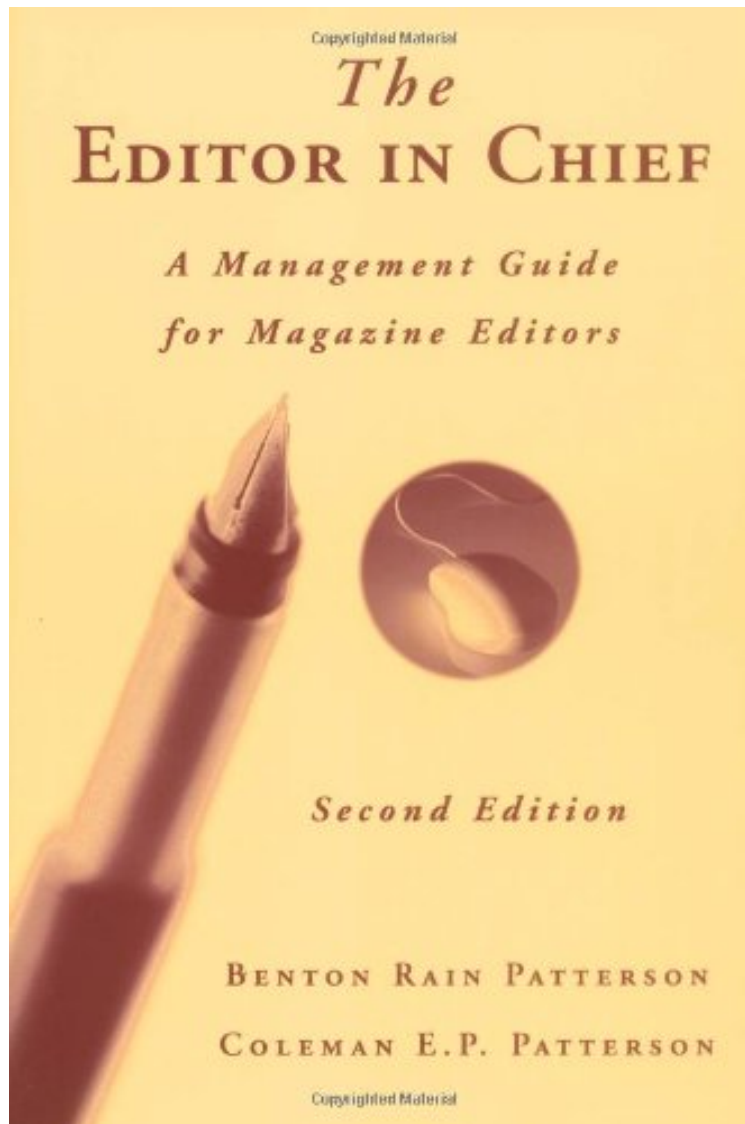


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## The Editor in Chief: A Management Guide for Magazine Editors

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Packed with specific how-tos, examples and illustrations, *The Editor in Chief* vividly presents the guiding principles of editorial management. Authors Patterson and Patterson combine their extensive publishing and management expertise to update and enrich this best selling text, providing help and insight to future and present journalists working in the editorial department of a magazine. New to this edition is a chapter on one of the most popular and fastest growing areas of magazine publishing - online publishing. Readers will learn about e-zines, and online editions of printing magazines: \* Launching \* Funding \* Organizing a staff \* Increasing readership  
Aimed at students interested in careers as magazine editors and at novice working editors seeking to produce better magazines, *The Editor in Chief, 2nd Edition* prepares budding professionals for the arduous, but rewarding, task of magazine management

From the Back Cover  
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Aimed at students interested in careers as magazine editors and at novice working editors seeking to produce better magazines, *The Editor in Chief, 2nd Edition* prepares budding professionals for the arduous, but rewarding, task of magazine management  
About the Author  
Benton Rain Patterson was formerly an associate editor of *The Saturday Evening Post*, an articles editor for *The New York Times Magazine*, editor of *Dominion* magazine and managing editor of *Guideposts* magazine. He is emeritus associate professor of journalism at the University of Florida in Gainesville and author of the book *Write to Be Read*. Coleman E.P. Patterson is associate dean of the Kelley College of Business and associate professor of management at Hardin-Simmons University in Abilene, Texas