



Contents

Acknowledgments ix

Permissions xi

Introduction 1

CHAPTER ONE

The Decline of Vanity and the Rise of Self-Publishing 33

CHAPTER TWO

Becoming an Author without a Publisher 53

CHAPTER THREE

The Birth of Independent Authorship 77

CHAPTER FOUR

Amazon as a New Intermediary: Experimental Self-Publishing
and Popular Fiction Writing 93

CHAPTER FIVE

Microclimates of Intellectual Property 119

CHAPTER SIX

Book Reviews and Credibility in a Nonfiction Niche Market 157

Conclusion: Hyperabundance and the Future of Books 179

Appendix: Notes on Methods 191

Notes 205

Bibliography 223

Index 233

