

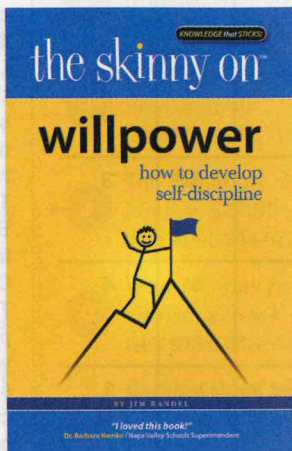
## Keeping It Simple

# The Skinny on Rand Media

A lot has happened in the publishing world since entrepreneur, attorney, and finance and real estate expert Jim Randel launched his line of short self-help books last year. And for Randel, whose company is Rand Publishing, the ever-increasing interest in e-books has been nothing but helpful. Rand has had success with its print books—it is up to 100,000 copies in print—but its e-books have done well, too. “Perhaps because of our format” (the books are short and feature content that is easily read on the go or in spurts) “our e-books are particularly attractive to e-readers, and our sales have increased by 100% per month for the last four months,” said Randel.

Located in Westport, Conn., Rand has now published 10 books and is releasing a new title every other month. The books are paperbacks, priced between \$12.95 and \$14.95, illustrated with drawings of stick figures, and can be read in about an hour. Until recently, Randel had written all the books, including *The Skinny on*

*Willpower: How to Develop Self-Discipline* and *The Skinny on Credit Cards: How to Master the Credit Card Game*, which got a mention in the *New York Times Magazine* in May. Its next book, due in August, is *The Skinny on Networking*. The company has hired three additional writers for the forthcoming titles *The Skinny on Pregnancy*, *The Skinny on Freshman Year in College*, and *The Skinny on Bullying* (written for nine-to-12-year-olds).



Randel's e-books are available in EPub, Mobi-pocket, and PDF formats and are for sale in the Kindle store; iBookstore; its own Web site, TheSkinnyOn.com; and Lulu.com. BN.com will begin selling Rand books for the Nook in August, as will Borders.com for Kobo.

In January of this year, Rand sold rights to the Skinny On series to Dante Publishing in Korea and to

Tan Thu Publishing Company in Vietnam. Last June, the house's first book, *The Skinny on the Housing Crisis*, won a book award from the National Association of Real Estate Editors. The book also received an endorsement from former SEC chairman Arthur Levitt. Randel said several universities have adopted Rand books for classroom purposes, and the house has collaborated with the USO to get 2,000 Skinny books to nine military bases.

—Lynn Andriani

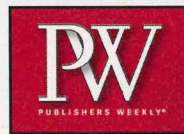
olds and written by Kim Washburn, has been delayed indefinitely. The bio, due out in October, was slated to be part of a series of biographies targeted at middle-grade readers.

### Scribd to Open NYC Office

Scribd has hired former Google staffer Robert R. Macdonald as senior v-p of business development to open a New York office for the social publisher.

### Call for Information

**Feature:** Music Books  
**Issue:** September 6 **Deadline:** August 5  
**Needed:** Publishers'/editors' written comments on the state of this category in the marketplace: what changes have taken place in the past 12 months; what kinds of books are readers looking for; what's working, and what's not; etc. We'll be looking at titles bubbling between August 1 and March 31. Please e-mail submissions to Mark Rotella, mrotella@publishersweekly.com



President George Slowik Jr.  
Publisher Cevin Bryerman  
Co-Editorial Directors

Jim Milliot and Michael Coffey  
Reviews Director Louisa Ermelino  
Children's Books Editor Diane Roback  
Senior News Editors Calvin Reid, Rachel Deahl  
Senior Editors Lynn Andriani, Mark Rotella  
Deputy Reviews Editor Jonathan Segura  
Senior Reviews Editors Sarah F. Gold,  
Peter Cannon  
Reviews Editors Marcia Z. Nelson, Mike Harvkey,  
Rose Fox, Parul Sehgal (Audio)  
Associate Children's Books Editor John A. Sellers  
Poetry Editor Craig Morgan Teicher

Features Editors Andrew R. Albanese and  
Dick Donahue

Contributing Editors Charlotte Abbott, John  
F. Baker, Robert Dahlin, Lucinda Dyer, Lynn  
Garrett, Sally Lodge, Heidi MacDonald, Daisy  
Maryles, Suzanne Mantell, Bethanne Patrick,  
Karen Raugust, Sybil Steinberg, Jill A. Tardiff, Mar-  
cela Valdes, Douglas Wolk

Art Director Clive Chiu  
Designer Dana Davison  
Managing Editor Sonia Jaffe Robbins  
Senior Web Editor Craig Morgan Teicher  
Production/Manufacturing Publishing Experts  
Circulation Director CircFocus  
Web Engineering Mediapolis  
V-P Operations Patrick Turner  
Web Media Coordinator Ryk Hsieh

#### Correspondents

New England: Judith Rosen 617-876-2469  
Midwest: Claire Kirch 218-310-1867  
West Coast: Wendy Werris 323-934-2633  
Canada: Leigh Anne Williams 416-652-9255  
London: Andrew Rosenheim 44-1865 730-676

#### HOW TO REACH US

71 West 23rd St., Suite 1608, New York, NY  
10010 Phone: 212-377-5500; fax: 212-377-2728

Subscriptions: To subscribe, change an address  
or report delivery problems, call 800-278-2991 or  
515-247-2984; fax 712-733-8019. For back issues  
call 888-797-9926 or fax 712-733-8019.

For information on reprinting PW content,  
contacting editors or other editorial inquiries,  
please visit [www.publishersweekly.com](http://www.publishersweekly.com)

#### ADVERTISING

Inquiries: Cevin Bryerman 212-377-5704  
Matt Hurley 772-672-4220  
Jim Levitt [pwint14981@sbcglobal.net](mailto:pwint14981@sbcglobal.net)  
Ted Olczak 212-377-5709  
Joseph Murray 212-377-5708  
Classifieds/Online Inquiries: Cevin Bryerman  
212-377-5704

#### BOOK FULLFILLMENT AND DISTRIBUTION

A Flat Fee Service  
**The Best Value**  
**Pathway Book Service**  
[www.pathwaybook.com](http://www.pathwaybook.com)  
[pbs@pathwaybook.com](mailto:pbs@pathwaybook.com) 800.345.6665