



Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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Book Publishing—Second Quarter 2014



The Ongoing Relationship between Wiley, NACVA, and NACVA's Members

By Tim Hulst, Project Management Specialist

One of the first projects I received when starting with NACVA was to reach out to some members asking about their interest in submitting a proposal to John Wiley & Sons (Wiley) to publish a new book. The general responses to that question included, "There is nothing new to say on the subject matter," "Getting published is an insurmountable endeavor that has a slim chance at best," or no response at all.

While the process of publishing a book can be daunting at first, there is a set process that Wiley and NACVA have worked out over the years to make the endeavor easier. The most difficult part about the book-publishing process is to formulate the topic of the book. I believe that each person reading this article has something they are passionate about in their area of expertise—use that passion as the topic of your book. Once you have identified your passion, it will be easy to translate that passion into a book proposal. Drawing upon their extensive knowledge of the process, Wiley has supplied NACVA with a new book proposal form and author guidelines that takes you step by step through the process to make the publishing process even easier.

Wiley has been publishing books since 1807. They work closely with their submitting authors on the manuscripts and guide them from the initial concept to publishing the book. NACVA and Wiley want you to take the plunge and publish! We will be here to assist however we can so you can enjoy the benefits of being published.

Publishing a book provides the author with industry exposure, acts as a calling card to new clients, and opens new doors. You may be contacted for speaking engagements, which will further your brand in the marketplace and it may just make you famous. The best benefit that comes to my mind is the feeling of accomplishment that you will have knowing that you have succeeded in being published and that your message is out there for other people to read, learn

Melissa Bizyak
Valda Karlsons

- [New NACVA Members](#)
- [Newly Credentialed Members](#)

from, disagree with, and assist in furthering the knowledge base on the topic you have a passion for.

Wiley and NACVA will also assist in promoting your book. According to Sheck Cho, executive editor at John Wiley & Sons, book promotion begins six months prior to the book's publication. Through their promotional efforts, books can be easily found on most online accounts (Amazon, Barnes and Noble, etc.) Local bookstores can generally order a book for their customers. In addition, Wiley tries to ensure that the author's local physical bookstore carries the book.

In addition to Wiley's promotional efforts, NACVA incorporates new Wiley books through our "Hot Off the Press" promotions. The "Hot Off the Press" promotions feature two or more new, or soon-to-be released books, offered by NACVA and Wiley at greatly reduced prices to the NACVA member base. The last promotion featured *Valuation: The Market Approach*, by Seth Bernstrom, and *How to Measure Anything: Finding the Value of Intangibles in Business*, 3rd ed., by Douglas W. Hubbard. Our last promotion also featured two books by NACVA members that were not published through Wiley—John Bly's *Cracking the Code: An Entrepreneur's Guide to Growing Your Business Through Mergers and Acquisitions for Pennies on the Dollar* and Gary Allen's *Main Street Approach to Appraising Small-to-Medium Size Businesses*.

NACVA wants to help promote all our members who publish books. Currently work is being done to add a section to the NACVA website to achieve that goal. While this is in the conceptual phase of development, the goal for this section will be a list of authors and the books that they have written with a short description of the book. A link will be included to direct interested people where to purchase the book.

The relationship between NACVA and Wiley has been long and productive, from the Wiley bookstore on the member portal to NACVA members publishing their theories and concepts through Wiley. NACVA and Wiley are working hard to further develop our relationship and joint efforts to reach out to involve the NACVA membership base into the relationship.

The [Wiley bookstore portal](#) in the Member area of NACVA's website offers a great selection of current materials, reference materials, and a large selection of books that cater to specialty areas supported by NACVA including advanced concepts in business valuation, forensic accounting, litigation, mergers and acquisitions, and many more. NACVA member receive a 30 percent discount and free UPS ground shipping on all of their orders. In addition to the discount and free shipping, member purchases enjoy double Pacesetter points (to learn more about Pacesetter Points, visit <http://www.nacva.com/pacesetter.asp>).

NACVA is able to pull new books in the Wiley member portal as they are published through Wiley to keep the selections current and relevant. To ensure the bookstore inventory is robust, we highly encourage NACVA members to take up the challenge to publish their own theories, concepts, and experience.



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