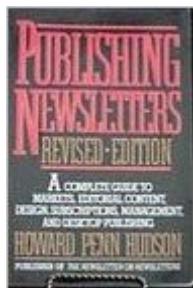


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Howard Penn Hudson is the publisher of the Newsletter on Newsletters, is a life-founder member of the Newsletter Publishers Association, and is president of the Newsletter Clearinghouse. His experience and expertise come through in this book. It clearly and thoroughly discusses every major aspect of subscription and non-subscription newsletters. He talks about writing, design, printing, marketing, the industry as a whole, and much more. He is an excellent writer and communicates his expertise very clearly. Many newsletter examples are given in color. This book is worth the price.

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