

FOR IMMEDIATE RELEASE:

World's First Online "Partnership Publishing" Resource For Authors, Experts Launches

"Indications are that publishers are scared to death because authors will buy into this corporate visionary's ideas and marketing plan for equitably sharing the wealth."

ABINGTON, PA, USA – The Marketing Consultants Group, LLC, a major player in the creation of cutting-edge marketing strategies has announced the launch of the first new online "partnership publishing" resource for authors and experts - WorldwidePublishersLTD.com.

The new website fills a void in an industry currently experiencing the unprecedented confluence of three significant market forces: overworked, underpaid authors anxiously awaiting their chance at the gold ring, the stingy elitist attitudes of most publishing companies and the emergence of technology as the primary marketing venue for the publishing industry.

"The internet has turned the publishing game upside down," says Ron Schmidt, founder and CEO of WorldwidePublishersLTD.com.

"It's still however an old-school mentality of stingy publishers and starving authors in a new-age marketplace . . . with authors and experts who are hungry for resources that are not merely advantageous, but absolutely required to compete and survive in this challenging market environment."

As such, the new website is more about the concept of "Partnership Publishing" and gaining an understanding of how that partnership can best work with the authors and this new publishing company than it is about the technology itself.

"Our concept of "partnership publishing", said Schmidt, who coined the phrase, "will deliver tools that our authors, experts and ourselves as publishers will need to work together to leverage the technology."

We will give them the benefit of our marketing knowledge and avenues of technological exploitation we can use to reach more prospects with less effort, with powerful information marketing that will add value to the selling process."

Says Schmidt, "Our goal is to empower all authors and experts toward higher production and the attainment of their own lifestyle goals. Our job is to make it feasible and more profitable to partner with one another.

We are the first publishing company who see the days of "author abuse" over. The technology is already in place. The authors may be slow to come around, but the savvy author early adopters who want and deserve a bigger piece of the pie will come on board and benefit."

The site is currently online at <https://www.WorldwidePublishersLtd.com>.

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Photo Attachments:



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