



Will Christian publishing in the Majority World always require subsidizing to survive? Or can publishers flourish on income generated from publishing operations alone? This daunting goal may be difficult to achieve, but it is possible according to author Ramon Rocha III. He offers wisdom from decades of experience in business, Christian publishing and global consulting. This book provides key principles and practical strategies to equip global Christian publishers to pursue financial sustainability.



"This long-needed booklet on publishing serves as a welcome help to both large and small publishers of Christian books around the world. Ramon Rocha III provides valuable insights on principles, based on his 20 years of experience in the field. This resource will be of help to global publishers who minister in difficult countries due to a challenging political scene, religious persecution, or a population with limited purchasing power."

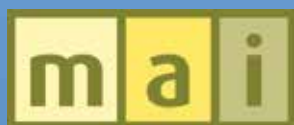
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About Media Associates International

MAI helps satisfy global hunger for the written word. We equip and nurture talented men and women with a passion for producing Christian literature for their own people. Since 1985, MAI has equipped 8,600 local Christians in 79 countries on five continents. Learn more at littworld.org



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A Global
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