

Imprints

An Imprint of Morgan James Publishing

imprint [m prnt]
noun (plural *imprints*)

1. *lasting effect: an effect that remains and is recognizable for a long time.*
2. *special mark: a printed or stamped sign on an object, for example, to indicate its origin*
4. *publishing printed publication details: the name and address of the publishing line of business as shown at the front of a book*



Entrepreneurial Publisher Morgan James Adds New Imprints and Continues Aggressive Expansion Into Popular Nonfiction Niche Markets

New York, NY – Following its own successful formula of catering to hot niche markets, Morgan James Publishing today announced the launch of new imprints.

“These imprints serve our mission in a very valuable way, because each one targets a growing, information-hungry audience known to buy a lot of books,” said David Hancock, Morgan James founder.

The publishing company has trademarked the phrase “The Entrepreneurial Publisher™” because of its unique collaboration approach with authors and other publishers, treating them as partners rather than solely as intellectual property suppliers.

Well known traditionally published authors including Jay Conrad Levinson (*Guerrilla Marketing*), Tony Alessandra (*The Platinum Rule*), and Joe Vitale (*The Attractor Factor*), have chosen to publish titles with Morgan James because of the company’s innovative way of doing business, according to Hancock.

Other publishing pioneers have partnered with Morgan James to manage imprints as well. David Garfinkel, a former McGraw-Hill bureau chief, is executive publisher of Knowledge Exchange Press. Joel Comm, New York Times Best Selling author of *The AdSense Code* (Morgan James, 2006) is the executive publisher of Made Easy Publishing. And Rick Horrow, CEO of Horrow Sports Ventures, best-selling author of *When the Game Is on the Line: From the Man Who Brought the Heat to Miami and the Browns Back to Cleveland—An Inside Look at the High-Stakes World of Sports Deal Making*, (Da Capo Press, 2006), is executive publisher of The Sports Professor, a series imprint of Morgan James Publishing.

Morgan James, headquartered in New York, is best known for its profitable innovations in book and multimedia publishing. The company focuses on five book categories: Business, Self-Help, Sports, Inspirational and Health.

Founder David Hancock admits he started the business “knowing nothing about publishing.” He has created cutting-edge systems and a business model notably including extensive use of the Internet, new printing technologies, and non-traditional book formats and pricing.

Here is a list of our current Imprints:

5 Star Speakers and Trainers (5 Press)

Creative Genius

Imbue Press

Experts Academy Press

FFP Publishing

Glazer-Kennedy Publishing

Guerrilla Marketing Press

Knowledge Exchange Press

Made Easy Publishing

Master Press

Milton Rae Press

Persona Publishing

Platinum Rule Press

Proactive Press

Top 20 Press

The Sports Professor

Wildly Wealthy Women

Women For Hire