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book publishers. Over time, authors who wanted to maintain complete creative control over their books began to create their own small presses, which really only involves starting a business and little else.

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Indie Publishing is the eighth title in our best-selling Design Briefs series, which has sold more than 250,000 copies worldwide. Ellen Lupton is a writer, curator, and graphic designer. She is director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore.

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