

MIND THE GAP!

The Gap Between Your U.S. Distribution Agreement and Publicity Needs, that is...

Cursor Marketing Services is an umbrella service for international publishers distributing in the U.S.

You have the distribution settled. Now what?
Let us be your U.S. HQ, your braintrust in New York and Minneapolis.

We'll provide strategy and execution:

- Targeted strategies for your list as whole, by season
- Insider knowledge of the peculiarities & shining abundance of different U.S. regional markets
- Branding in the U.S. market for your list and your authors
- Important liaisons for you + your authors; we are connectors, and we will help galvanize connections & word of mouth buzz
- On the ground energy + representation
- Tours/Events/Festivals, both programmatic and opportunistic
- Coordinator with literary and cultural nonprofits, regional, national, and international, including cultural attaches, useful for translated literature
- Award submissions
- Individual title PR push, by agreement
- Quarterly report on market trends across retail, distribution, marketing, technology and alternative sales channels

Principals **Richard Nash** and **Emily Cook** have close connections with the leading U.S. and Canadian distributors and bring decades of trusted interaction with the sales & marketing teams at Perseus, Ingram, PGW, Consortium and others.

Richard Nash is a strategist and serial entrepreneur in publishing and digital media. He led partnerships and content at the culture discovery start-up [Small Demons](#) and the story app/aggregator [Byliner](#). Previously he ran the iconic indie [Soft Skull Press](#) for which work he was awarded the Association of American Publishers' Award for Creativity in Independent Publishing in 2005 – the last book he edited there, Lydia Millet's *Love in Infant Monkeys*, was as a 2010 Pulitzer Prize finalist. Later, through Red Lemonade, Vanessa Veselka's *Zazen* won the 2012 PEN Award for Best First Novel and Lynne's Tillman's *What Would Lynne Tillman Do?* was a finalist for the National Book Critics Circle Award. In 2010 the *Utne Reader* named him one of Fifty Visionaries Changing Your World and Mashable named him the #1 Twitter User Changing the Face of Publishing. In 2013 the UK's *Bookseller* magazine picked him as one of the Five Most Inspiring People in Digital Publishing. He has

spoken across the world on the structure and future of publishing, from Stockholm to Singapore, Montreal to Melbourne, Amsterdam to Zagreb. His seminal essay "On the Business of Literature" has been translated into Spanish, Portuguese and Japanese and taught at universities across the world.

Emily Cook was named one of *Publishers Weekly* "Top 40 Under 40." She combines a passion for indie press publishing and literary fiction with innovative strategy, on a book-by-book basis. Former Marketing & Publicity Director at [Milkweed Editions](#) and Program Director at *The Chicago Tribune* Lit Fest, she also worked for *Granta* as 1/3 of the U.S. office and helped launch [Figment](#), a social networking site for young writers, as the VP of Marketing & Creative Content. Most recently, she served as Executive Director of [Mid-continent Oceanographic Institute](#).