

# They'll Never Read That

How to make mistakes in publishing



## Tony Collins

ISBN: 9781912863983

February 2022

Category: BIOGRAPHY & AUTOBIOGRAPHY /  
Personal Memoirs

Paperback, 140mm x 216mm

256 pages, £9.99

# They'll Never Read That

TONY COLLINS

Tony Collins started at Hodder & Stoughton in 1974, the first editor to come in 'off the street' in the company's long history. He then trained as a missionary, but was unable to go to Brazil as planned because of the health of one of his children. He returned to the world of publishing, where he has since worked for MARC Europe, Kingsway, Monarch, Angus Hudson, Lion Hudson and SPCK, and has been responsible for starting several imprints including Monarch Books and Lion Fiction. He has owned three magazines. He has published for dozens of distinguished authors, and three of his books have won Christian Book of the Year. He has received a Lifetime Achievement Award from the Association of Christian Writers.

- In addition to his work in the UK he has travelled on behalf of Media Associates International to Benin, Mali, the Republic of Congo, Lebanon, Italy, Russia, Burkina Faso and Kenya, presenting seminars on aspects of publishing in English and French.
- He has spent decades surviving the choppy waters of Christian publishing. This book may leave you wondering how.

### AUTHOR BIO

Tony Collins has worked for Hodder & Stoughton, Kingsway, Monarch, Lion Hudson and SPCK. Over the course of his career he has published at least 1400 books, and owned three magazines. He is the recipient of a Lifetime Achievement Award from the Association of Christian Writers.

### ENDORSEMENTS

'One of the most fascinating books I've read in a long time: a wonderfully revealing journey into the mysterious world of publishing, packed full of insights, highs, lows, and anecdotes from Tony's decades working in the industry.'

**Dr Andy Bannister, Director, Solas**

'Quite frankly, Tony Collins' work is a sheer delight. His writing is crisp, clean, and in some cases quite beautiful. He shares with the reader not only an amazing career – lifetime, really – surrounded by books and writers. He also manages to convey the heart of a patient, kindly, and very passionate gentleman. A marvellous achievement. Highly recommended.'

**Davis Bunn, international bestselling author**

malcolm down  
PUBLISHING