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Aaron Shepard

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Almost everything you've read about formatting pictures for Kindle is wrong. The advice offered by Kindle experts and even Amazon itself can give images that are tiny, blocky, noisy, or wildly inconsistent on different Kindles.

Aaron Shepard, author of acclaimed books on Kindle and POD publishing, brings years of experience in book design, webmastering, and photography to bear on a single question: How do you make pictures look great on the Kindle? He answers that question, while also providing beginners a basic course in picture editing.

Along the way, he discusses how to keep Microsoft Word from sneakily degrading your pictures; how to adjust HTML code to show images at their best; how to make part of a picture transparent for Night and Sepia modes; how to boost the power of your cover image as a marketing tool; and how to create anything from children's books to photography books to poetry books within minutes with the Kindle Comic Creator.

Best of all, you don't have to take his word for any of it. The proof is right in the book, with samples of many kinds of pictures you might use -- photos, paintings, drawings, diagrams, tables, screenshots, cover images, and more.

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Aaron Shepard is a foremost proponent of the new business of profitable self publishing, which he has practiced and helped develop since 1998. He is the author of "Aiming at Amazon," "POD for Profit," "Perfect Pages," and "From Word to Kindle," Amazon's #1 bestselling paid book on Kindle formatting.

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