

Become Your Own Publisher

A technical guide to becoming a one-man-band publisher

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Personal Publishing

Today, a deep transformation is quietly taking place in the publishing world. *Print-on-demand* services (POD), combined with mature and widely available desktop publishing tools, are driving what can rightly be called a **personal publishing** revolution.

Together, these technologies make it possible for a **single person** to become author, photographer, layout designer, typesetter, and publisher of their own books—even when those books are technically complex, image-heavy, and graphically demanding.

This book tells the story of how I followed this path, leading to the creation of **Quacktech Editions**: a small, independent publishing activity born from the need to publish books that exceeded what my traditional publishers could realistically handle.

The project began as a collection of notes written for myself. At first, these notes focused almost entirely on technical problems and their solutions—file management, automation, PDF generation, reliability issues, and the many small details that are easily forgotten and painfully rediscovered.

Gradually, the scope expanded. Alongside technical matters, editorial questions emerged: how to prepare files for professional printing, how to deal with the constraints of print-on-demand services, and how to make the entire process reliable, repeatable, and economically sustainable.

Eventually, it became clear that this experience could be useful to anyone considering a similar journey. This book is my attempt to connect technical and editorial topics that may appear distant, but are deeply intertwined in practice.

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