

February 8, 1994

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Dear Walter,

First, the good news that your good fairy deposited a check for \$9,980 to your account on January 10, giving you a balance of \$14,335.

As for compiling a book from a meeting, it is a good idea and many publishers will welcome the opportunity to publish, provided that you can convince them that there is a market. That is usually done by showing that a society is behind the book, and that the society will 'sell' the book to the members by making it part of the annual dues; or by internal advertising; or by subvention. The latter method is the most secure, since the publisher asks that you assure him of a set amount [usually enough to cover his direct costs for 500, 1000, or 2000 copies], and he will then gamble on making some money from additional sales.

It is not the list of speakers, nor their eminence, that will make the book -- but the eminence of the authors, that is, the actual submissions that you receive to publish. The usual procedure is to develop a 'proposal' for the book, which you can present to science editors of publishing houses. I have attached the topics for a proposal.

Raven Press is a good bet, and when you have a proposal, send it to me, or bring it when next you are in New York. Other publishers are Elsevier, Academic, Plenum, Karger, Thieme, and others.

Having a co-editor is a pain, unless you can find one who is obsessive and wishes to do the work involved.

Ciao!

Sincerely yours,

Max Fink, M.D.
Professor of Psychiatry
and Neurology