

Sourcebooks, Inc. Signs Penny C. Sansevieri

Second Edition of Red Hot Internet Publicity to be published in '09

NEW YORK, NEW YORK – Penny C. Sansevieri, author of *Red Hot Internet Publicity: An Insider's Guide to Promoting Your Book on the Internet*, and CEO of Author Marketing Experts, Inc. (AME, www.amarketingexpert.com) has signed a deal with Sourcebooks, Inc (www.sourcebooks.com). for the latest edition of *Red Hot Internet Publicity*.

This book was one of the first on the market dedicated to innovative online marketing strategies. Author Marketing Experts, Inc., which Sansevieri founded over ten years ago, began its foray into Internet marketing during the infancy of the blogosphere and long before the Internet was “hot” for marketing. Sansevieri has taught on the subject extensively, and the first edition of her book has been called the “Bible of Internet guides.” Extensive in its information, the newer edition promises more enhancements, more insider tips on micro-blogging, Social Networking strategies, creating Web 2.0 web sites, Second Life, and even a section on Web 4.0 - which Sansevieri says is just around the corner. Red Hot Internet Publicity will also feature a foreword by Laurence J. Kirshbaum, former head of the Time Warner Book Group, named Publisher of the Year by Publisher's Weekly in 2005 and one of the most acclaimed names in publishing. "I'm delighted to be part of this book," says Kirshbaum, "The aggressive use of Internet Marketing has become the lifeblood for many successful authors and Penny is one of the great pioneers in the digital publicity world."

Red Hot Internet Publicity was sold to Sourcebooks, Inc by Rita Rosenkranz of the Rita Rosenkranz Literary Agency.

About AME: Author Marketing Experts, Inc. was founded by Penny C. Sansevieri and is a full service marketing and publicity firm that has been specializing in Internet marketing and publicity since 2003. AME is the only marketing and publicity firm that uses Internet promotion to its full impact through The Virtual Author Tour™, which strategically works with message boards, blogs, ezines, and relevant sites to push an author's message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. For more information, visit www.amarketingexpert.com.

###

Media Contact
Penny Sansevieri
penny@amarketingexpert.com
(212) 810-6988

FOR IMMEDIATE RELEASE