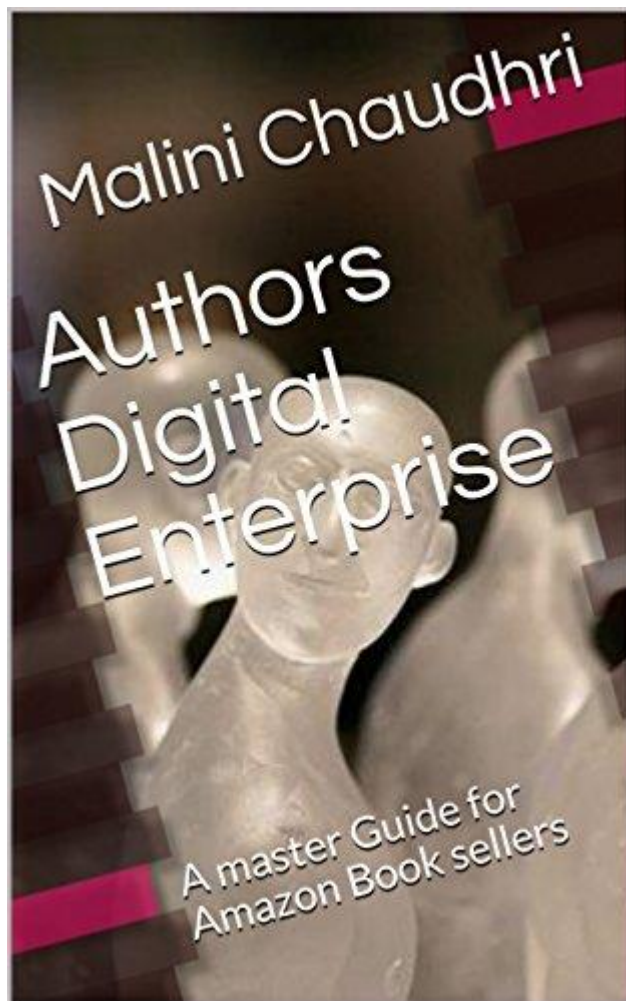




Interview with Author Malini Chaudhri

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What is your book *Authors Digital Enterprise*, about?

Authors Digital Enterprise is a book that canvases the changing digital landscape of 2017, since the internet changed. It shows the requirements of the new Internet for Authors to survive the race of e-commerce and succeed with distinction. The book conveys levels that the Author may graduate from in the sellers' arena using CPC strategies available for content marketing. It also shows how Authors can use Artificial Intelligence to their advantage for self support. The book provides many new insights into the era of Internet of Things, its different systems, metrics, Influencers and scales.

What motivated you to write this book?

I have published four books before this book. The changes in selling and internet requirements for everyone changed so radically by the time I was working on another book, that I felt it was important to document the new technical processes and values concisely in this book, in order to be understood by my industry. This book cut into another book, which was temporarily shelved. It is different from my other works which are on Alternative medicine, however it is based on my continuing experience in business management and technical writing. This supports senior level

industry supervision, and continuous development from British and US standards of the past that were marked for Quality Assurance that my competencies are based on.

What writing techniques have you used in this book that gives it a special quality?

The book is Non Fiction genre I have used a descriptive style of writing, which is more personalized for readers than anything in the market. The new features and app integrations are visual, with captivating images that convey the sense of the new internet, its range of Bots at work, apps and CRM's that support scaling and new marketing styles. The experience of the author and customer are vastly different in every sense. The sellers' provision is conveyed through visuals based on my sites and my usage.

I referred to many technical books and whitepapers, which were simply methodology. My book is visual and personalized, more intended to enforce the transition in the reader.

I call it 'A panoramic view' in my book descriptions. This is more the technique.

What makes your book different from others of its kind in the market?

Contemporary writing styles are based on single approaches to content development, or pillars in technique. This book makes its unique mark through the humorous play of images of Bots and humans. It conveys the vast unseen support that has come in for Users of the digital marketplace from robotics, neural networks, international sign languages as emoji, to move away the despair. The sense that authors are becoming extinct, gives way to hope and infinite new possibilities.

How will this book help readers? Do you have a strong take home message?

I think the book will help authors embrace Change. The transition is very hard for many talented writers, and the book will easily support them meet with the strong potential of the new arena.

As with all my books, my take home message to readers is "Live powerfully."

Book link: <https://www.createpace.com/7175799>