

Personal Authorship Vision

Participants were requested to indicate their visions as authors in respect subject of Interest and business models.

- a) **Subjects of Interest:** The subject of interest ranged from international coverage of politics, economy to the local serving the general public, secondary schools and universities. Few of the areas articulated include World peace, literature, reading and writing in local languages. Some of the interests concerned with improving the reading and writing skills in primary and secondary schools. The other interests included learning how to write and market academic books. Other interest was to publish officially all manuscripts for far written. Other interest included producing the bestselling books. Some of the examples included the agricultural and agribusiness books in Uganda.
- b) **Business Model and targets (Target markets, Distribution and sales):** Although some authors had in place business models and targets, few indicated that they had failed to put together an output. Some of the authors had targeted the International market. In general, the general public, universities and tertiary institutions and government schools (Selling to students and teachers) were some of the target areas. There was an indication of developing CDs for my books, to market through ministries, to co-author with people who have contacts with ministries in neighbouring countries, and to undertake capacity building trainings in line with individual publications.