



FOR IMMEDIATE RELEASE

The Alliance of Independent Authors welcomes The Bookseller's decision to stop taking advertising from Author Solutions companies

(LONDON, March 2014) [The Alliance of Independent Authors](http://allianceindependentauthors.org) (ALLi) has welcomed news that publishing trade magazine, The Bookseller, has ceased its advertising agreement with controversial self-publishing services provider, Author Solutions (ASI).

Encouraged and announced by author advocate, [David Gaughran](#), and supported by ALLi Watchdog, Victoria Strauss of *Writer Beware*, ALLi also welcomes the move as a positive sign that author advocacy can move key industry partners to act in the interests of self-publishing writers.

As more and more companies become involved in providing author services, ALLi calls for fair pricing, good customer service and transparent business practices in the self-publishing sector.

“Since ASI was taken over by Penguin almost two years ago, ALLi has been hoping to see an improvement in service, pricing and customer relations,” said Orna Ross, Director of The Alliance of Independent Authors. “We very much commend this move by *The Bookseller* and applaud the campaigning work of David Gaughran and Victoria Strauss in particular, as well as the many others in the author-publishing community who tirelessly work for a fair deal for writers.”

ALLi will continue to detail the best alternatives for indie authors, with the launch by Victoria Strauss of the updated *Choosing a Self Publishing Service 2014/5* at Book Expo America in May.

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ABOUT ALLi –

The Alliance of Independent Authors (ALLi) (<http://allianceindependentauthors.org>) is the professional association for self-publishing writers. Rapidly growing, with members all over the world, this nonprofit association offers contacts, connection & collaboration plus expert guidance & advice -- and widely champions the interests of author-publishers.

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