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Q: How do I find out what my book's sales numbers are? Should I ask my publisher or is there an online site that would show sales?

I've checked with a wholesaler and publisher, and the consensus seems to be that you need to check with your publisher for sales numbers. There was an interesting segment done on this topic on NPR's "On the Media" in 2001, which you can find at http://www.wnyc.org/onthemedial/transcripts/transcripts_081101_bookscam.html. Mostly it seems that authors check the sales rankings on Amazon to watch for changes in sales patterns.

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