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Contact: couragegarikai@atomicmail.io · library.coldcode-si-labs.workers.dev

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About this book

This is a small book about making books that are not small. It began as a research report — thirty sources, from typesetting manuals to the 2026 State of Reading Report — and it keeps the report's honesty: every number in it has a source, and every rule in it has been broken by someone who paid for the lesson.

It is in four parts. Part I is the art: what makes a reader finish a book and press it into a friend's hand. Part II is the science: the five-gate pipeline that turns a finished manuscript into a flawless product. Part III is the formats: what an interactive PDF can and cannot do, why EPUB won the reading war, and why PDF is not dying — it has been re-scoped. Part IV is the practice: how we actually do this at Coldcode Si Labs, from Harare, on tooling that costs nothing.

Read it in order if you are publishing your first book. Read Part II if your book is written and you are tempted to skip the editing. Read Part III before you build anything interactive in a PDF. Read the afterword last.

Free sample

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