Publishing it alone

Philip Gould, photographer of Car-
pus, had previously knocked on the
doors of major publishers, looking for
a publisher for his book, "The Pearl.

"The publishers—no, I mean the
publishing world—are very slow to
react to new ideas," he said. "They
only look at things that have already
been published."

"But you can't win with a new
idea," Gould added. "You have to
be patient and persistent."

Gould's book, "The Pearl," is a
photographic essay on the pearl-fishing
industry in the South Pacific. It was
published in 1983 by a small press
and has sold well in the United
States and abroad.

"The key to publishing is to
find the right publisher," Gould
said. "You have to be patient and
persistent, but you also have to
be creative."