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Prices start at \$150 for 10 books and go down on a per-book basis for subsequent orders. Additional services by BooksByBookends include formatting, editing, publishing consulting, copyright and ISBN registration, cover design and more. Boyer said that books published through BooksByBookends may be offered for sale on the shelves of Bookends like any other book, but with higher royalties for authors.

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Walter Boyer and Victor Celorio will host a launch/demo at Bookends, Ridgewood, N.J., 6-8 p.m., Thursday May 6.

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