

# ***Judith Appelbaum, a Guide for Would-Be Authors, Dies at 78***

By [Anita Gates](#)

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Judith Appelbaum, whose almost 60-year career in book publishing became a crusade to make the industry better — for writers, publishers and readers — died on Wednesday at her home in Bedford, N.Y. She was 78.

Alan Appelbaum, her husband of 57 years, said the cause was ovarian cancer.

Ms. Appelbaum held numerous jobs in the book publishing industry. During the early 1980s she was managing editor of Publishers Weekly and wrote the “Paperback Talk” column for The New York Times Book Review. But her best-remembered and most influential project may have been the 1978 book “How to Get Happily Published: A Complete and Candid Guide,” which she wrote with Nancy Evans.

After Ms. Appelbaum took over as the sole author, the book went on to be published in five editions and to sell more than a half-million copies. It led to the creation of Sensible Solutions, a consulting company for authors and publishers that she founded and ran with a partner, Florence Janovic, in Mt. Kisco, N.Y., in Westchester County.

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