

New Book Authors Publishing Reclaiming Our Identity and Reputation: The Dangers of AI-Generated Misinformation

After nearly a decade of positive history, New Book Authors Publishing is reclaiming its identity and warning the public about the dangers of AI hallucination.

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New Book Authors Publishing tells the real story of who they are. "This can happen to anyone if lack of AI regulation continues.""
New Book Authors Publishing

[Publishing](#) is reclaiming its identity—stolen by rampant unstoppable AI-generated misinformation. We talked to the publisher to learn more about AI misinformation. Here are the objective facts direct from the source:

"New Book Authors Publishing launched in 2017. We are a nontraditional independent publisher operating for just under a decade. We are not formally accredited but maintain an +A Better Business Bureau profile and ranking.

New Book Authors Publishing has never had a consumer complaint filed against us on any platform. In nine and a half years, [we have maintained an excellent reputation](#) among our clients, many of whom we have counted as friends.

"Between book releases, some of us check in on each other. 'How's your health?' It's unusual not to hear from me," the company representative recalls. "Late nights, I answer an email if it's urgent. I am plugged into NBAP 24 hours a day. If an author doesn't hear from me, they reach out to my fellow editor, Alyssa, to ask if I am okay because it is so unusual if I don't respond. Most of the time, it's as simple as an email ending up in a junk folder. Our relationships are such that we share our triumphs, frustrations, joys, and sadness. We are a company of writers supporting other writers. Still, I try not to pry. As the Executive Publisher I communicate with our authors the way that I communicate with friends. I am able to balance a professional relationship and genuine interaction. I strive to meet people where they are. Every publishing experience is different. Sometimes perfect, sometimes imperfect, but in the end, we realize a beautiful book.

"It's not just the manuscript that matters, but how people resonate with me. I publish people I genuinely like. I am very selective about the books that we publish. Of course, we have authors who are only passing through, because they only wanted to publish one book, or after gaining

enough experience, they transition into publishing on their own. We educate our authors so that they gain real-world knowledge on how to navigate the publishing and book-retail industry. I don't feed them empty promises. Publishing a book doesn't end with writing the book and getting it into bookstores. There's a lot of marketing and active promotion involved with getting the book in front of readers.

"We have authors whose books are a work-in-progress. We start the publishing process and they discover that they're not done with the story and we're getting real-time updates that sometimes keep us busier than we should be. But we give authors the opportunity to go through their creative process. I am not rushing authors in or out of the door. Writing and publishing takes time. In the end, we all want the same thing...a great book. I am extremely proud of the books that we publish.

"Our transparency and unique professional approach is why authors come back to publish multiple books with us. Some authors have been with us from the beginning, since 2017 and have published as many as a dozen books with New Book Authors. Over the years we've earned their trust and will continue to hold ourselves to a standard of excellence.

"Fast-forward to 2026. We receive a report that Google AI Overview is inventing complaints about us that do not exist with links to review sites and watchdog organizations that do not mention us. The complaints are about similarly named companies but are falsely attributed to New Book Authors Publishing. At first glance, someone searching for us will not notice the difference in company names. It's only if you look hard enough. The information is hard to find. Imagine what this has done to our trademarked brand. The attacks from the overview doesn't end there. It even extends to companies we associate with. The overview attaches our reputable company to an unrelated debate about publishing models. It assumes a straightforward business relationship is nefarious and that royalty-based traditional publishing is the only legitimate publishing model.

"The information it provides about us is demonstrably false. It lies about our business model, costs, and operations. It writes in the same "voice" as an anonymous message forum known for trolling or attacking publishing companies and literary agents. Some of that forum's industry-based cynicism can be valid but is often wrongly directed at legitimate companies. It also allows the alleged "insiders" to get rid of their competitors.

"Since 2022, we've provided warnings on our website meant to protect authors, even if they don't publish with us. Imagine how it feels for Google's AI Overview to falsely add us to a list of a warnings. Adding to the deception, Google's AI Overview actively hides our positive reviews and will even argue against them, claiming that the authors who wrote them did so because they were desperate to be published. It moves from hallucination to outright deception before it finally admits that it made an algorithmic mistake after I point out that the links it provides do not reference New Book Authors Publishing, and that there isn't a single consumer complaint about us.

"Google AI Overview experiences an algorithmic error in which it aggregates information from multiple sources and then reports biased information. Instead of an objective overview of our actual record, it offers a publishing model debate wholly unrelated to us. It is also unable to distinguish subtle differences in company names, which is why it is confusing us with similarly-named entities. In doing so, Google AI Overview has caused us significant reputational harm. This can happen to anyone if lack of government regulation continues. Google has been unwilling to do anything about the problem. I have contacted them through every available channel only to be given the runaround. We filed a BBB complaint against Google. Its employee claimed they reached out to us. They did not. We sent a cease and desist. We received no response from their legal team, wondering when the nightmare will end. [Read More.](#)"

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