



The Publishing Process

Step by Step, from Idea to Bookstore and Beyond

ACQUISITIONS

ACQUIRING EDITOR, SPONSORING EDITOR, EXECUTIVE EDITOR, DEVELOPMENTAL EDITOR, ASSISTANT OR ASSOCIATE EDITOR, EDITORIAL ASSISTANT, ACQUISITIONS MANAGER



Proposal



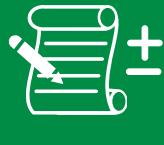
Submit Manuscript



Peer Review



Contract



Submit Revised Manuscript



Partnerships & Subventions



Approval by Board of Governors



Acquire Art & Permissions



Submit Final Manuscript



Transmittal to Copyediting



Marketing Launch

COPYEDITING

3 MONTHS

MANAGING EDITOR, PROJECT EDITOR, MANUSCRIPT EDITOR, COPYEDITOR, PROOFREADER, INDEXER



Editorial Manuscript Appraisal



Assign ISBNs



Library of Congress CIP Data



Copyedit



Author Edits



Transmittal to Production



Create Index



Proofread



Author Review of Page Proof

PRODUCTION

7 MONTHS

CREATIVE DIRECTOR, DESIGNER, PRODUCTION MANAGER, TYPESETTER



Design



Typesetting



Page Proofs



Files to Printer



Printing



EPUB Conversion



Shipping



Reprints

SALES MANAGER, DIRECTOR OF PUBLICITY, PUBLICIST, METADATA MANAGER, SOCIAL MEDIA MANAGER, EXHIBITS COORDINATOR

MARKETING



Distribute Metadata



Sales Reps



Galleys



1st Serial



Review Copies



Pub Date



Bookstores



Email Blast to Subscribers



Social Media



Interviews



Author Tour



Award Submissions



Conferences & Festivals



Op-Ed & Blog Pitches



Ads, Brochures, Catalogs



Promotional Items

CUSTOMER SERVICE REP, OPERATIONS MGR, CREDIT MANAGER, ACCOUNTS RECEIVABLE

FULLFILLMENT



Customer Service



Warehouse



Pick & Ship



Returns



Accounts Receivable Collections



Sales & Inventory Data

DEVELOPMENT OFFICER, RIGHTS MANAGER, HR MANAGER, CFO, ACCOUNTS PAYABLE

GEN. ADMIN



Copyright



Audiobook License



Subrights & Translations



Fundraising



Human Resources



Accounts Payable



Employee Salaries & Benefits



Author Royalties

DATABASES

IT MANAGER, DIGITAL ASSETS MANAGER, NETWORK/DESKTOP/CUSTOMER SUPPORT, DATABASE MANAGER



Title Management System



Website



Shopping Cart



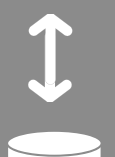
Order Fulfillment System



Warehouse Stock Management



Print & Digital Vendors



Publicity Database



Author Royalty System



Digital Asset Management Systems



General Accounting



Libraries, Retailers, & Wholesalers