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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [171]-172) and index.
Nota di contenuto	How to choose what to publish -- Committing projects for publication -- From contract to delivery -- Managing the publication process -- Strategic and financial aspects of list building -- Developing and maintaining a list -- Teamwork and professional ethics -- An impossible job? -- A future for the book?