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of Tables and Forms; Foreword; Preface to the Fifth Edition; Acknowledgments; Introduction; I. The World of Publishing; 1. C3-Commitment, Consistency, Credibility; 2. The Publishing Environment; II. Managerial Organization: Strategy and Techniques; 3. Define Your Niche; Research, Research, Research-Look Before You Leap; Who Is Your Market and Who Is the Competition?; Develop a Clear Vision: The Mission Statement; Organization Chart; Job Descriptions; 4. Make Planning Primary; Setting Goals and Objectives; Budgeting Cash FlowIncome Statements and Balance Sheets; Create a Board of Directors; 5. Keep Your Staff Lean (But Not Necessarily Mean); 6. Protect Your Assets; Cash and Accounts Receivable; Intangible Assets; Copyrights; Contracts; Trademarks; II. Functional Organization: Strategy and Techniques; 7. The Editorial Process/Content Management; Editorial Category Planning; Comparative Book Template and Review; Editorial Acquisition; Editorial and Proposal Meetings; Title Profit and Loss Statements (Title P&Ls); Contracts; Contract Analysis Form; Title Fact Sheet/Title Management Form  
Metadata: Let the Industry Know about Your BookManaging and Revitalizing Backlist; Every Editor Should Be a Sales Manager; Evaluating Editors; 8. Production and Manufacturing; The Production Schedule; Production Meetings; Production Checklist; XML; Costing and Estimating; Money-Saving Tips; 9. Sales . . . and More Sales; What Sells Books and Who Buys Them?; Distribution: Options and Issues; Sales Budgets; Title Launch Meetings; Pre-Sales Meetings; Sales Meeting; Analyzing Your Sales; Marketing Plans; Publicity; 10. Subsidiary Rights; Book Clubs; Pricing for Book Clubs; Serial Rights  
Foreign RightsForeign Rights Agents; Mass-Market Rights; Tracking Sub-Rights Sales; 11. Direct Response Marketing: Internet 101; Develop a List of Targeted Prospects; The Package; The Economics of Direct Response Marketing; Tracking Your Sales; 12. Operations, Fulfillment, and Accounting; Electronic Data Interchange; Accounts Receivable and Cash Flow; Publishing Software; Warehousing and Shipping; 13. Electronic Publishing and Marketing; E-books; Print-on-Demand; Digital Business Models; Internet Sales Methods; Analyze Your Sales and Website Results; 14. Returns; Reasons for Returns  
Other Return IssuesHow to Reduce Returns; Analyze Returns to Control Returns; Conclusion; Appendix; Index; Back Cover

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#### Sommario/riassunto

Publishing in the 21st century is a rapidly changing business, and this highly readable and comprehensive reference covers it all: editorial acquisition and process, the importance of metadata, operations procedures, financial benchmarks and methods, and personnel management as well as product development, production, and sales and marketing. Written for the practicing professional just starting out, veterans looking to learn new tricks of the trade, as well as self-publishers who want to understand the industry, this revised and expanded fifth edition contains updated industry statistics

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