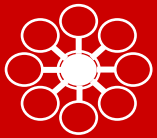
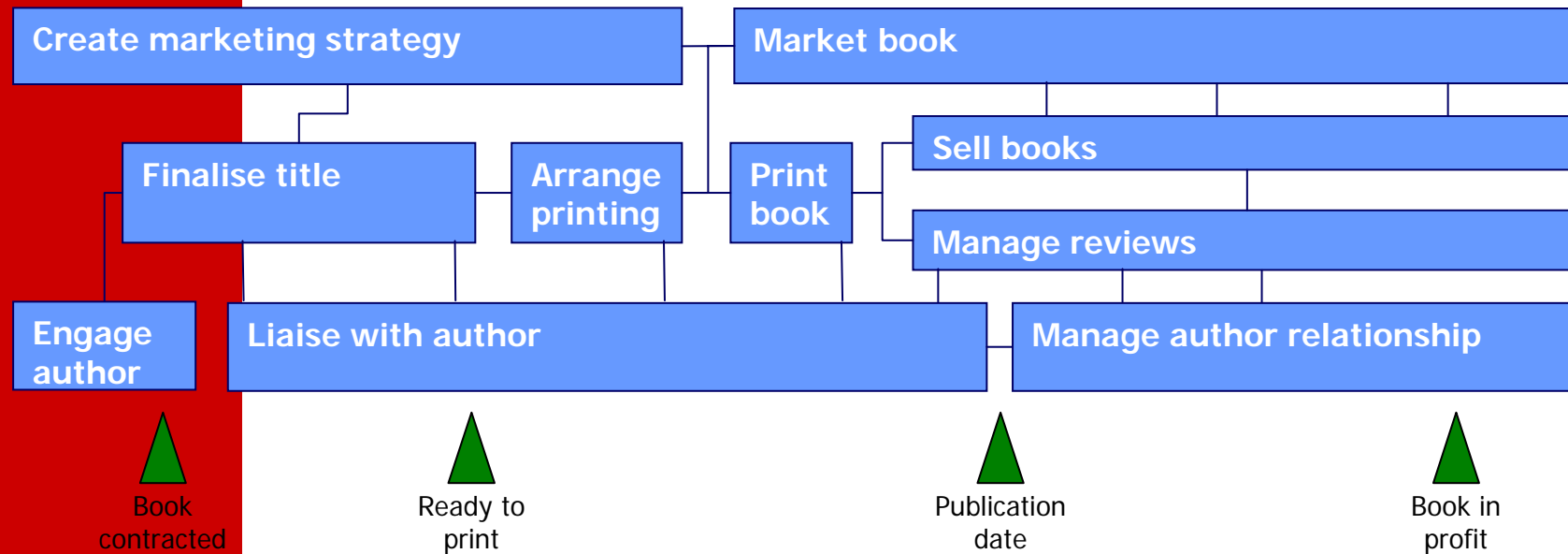


*Capability
Architects*

Book Publishing Process Model



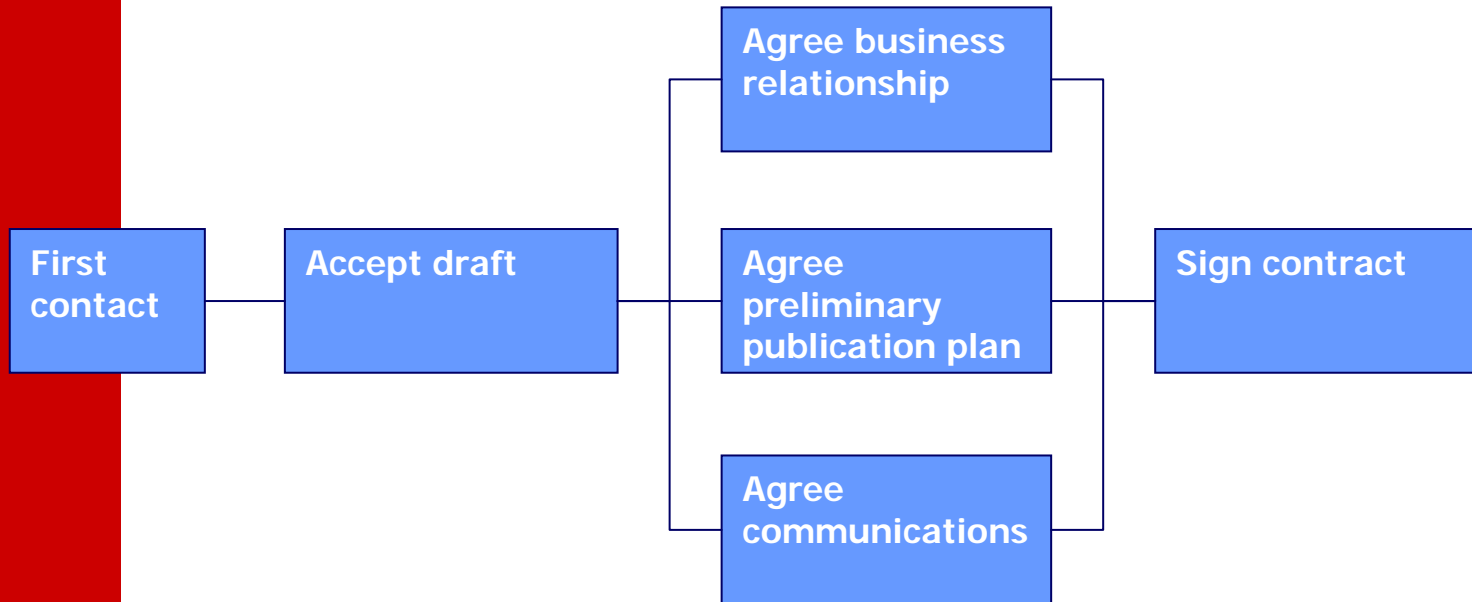
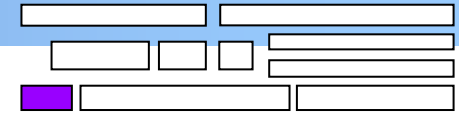
Overview



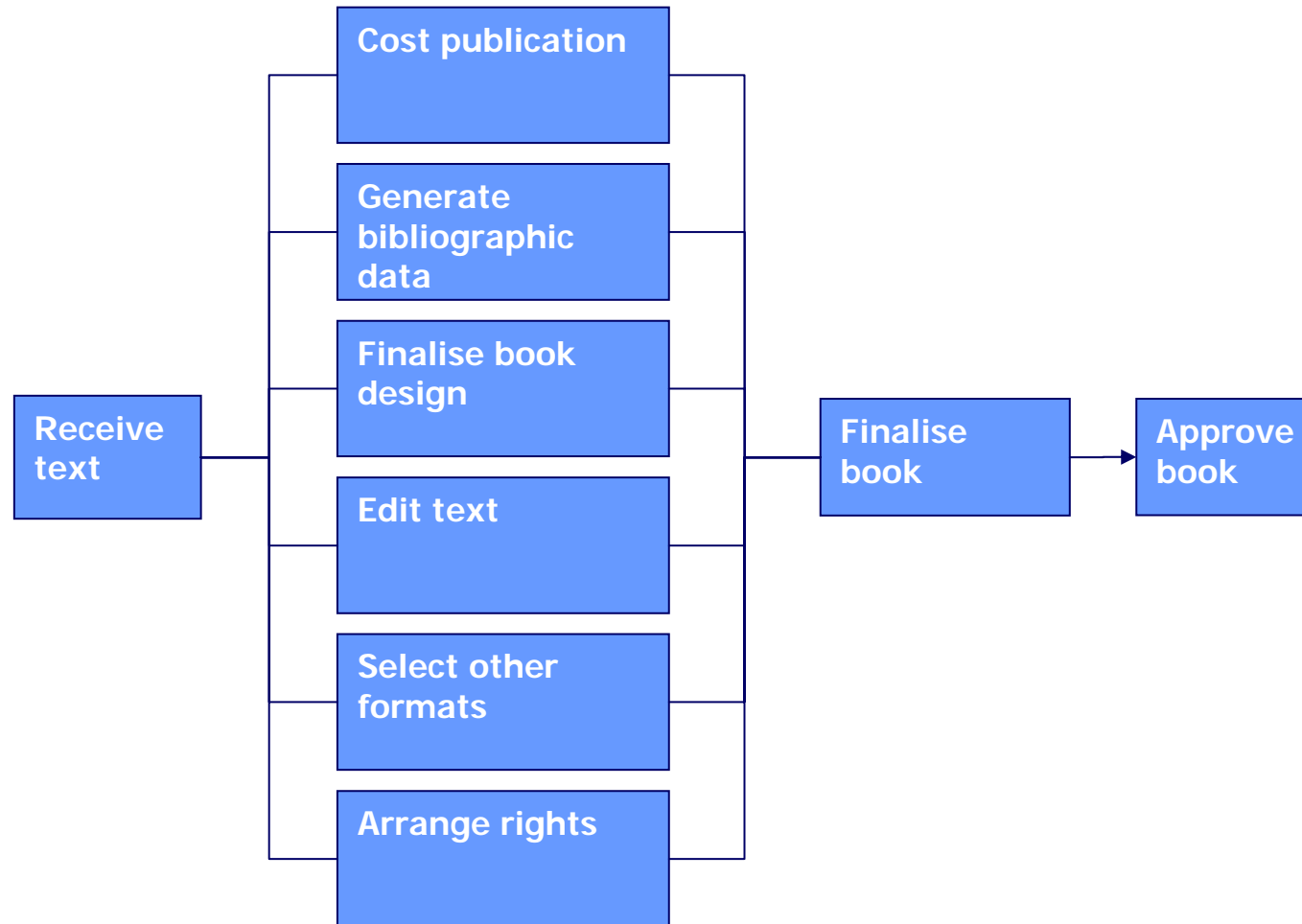
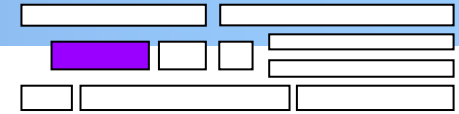
- How books are **published**.
- The key publishing **milestones**.
- Our relationship with the **author**.
- Our relationship with **3rd parties**.



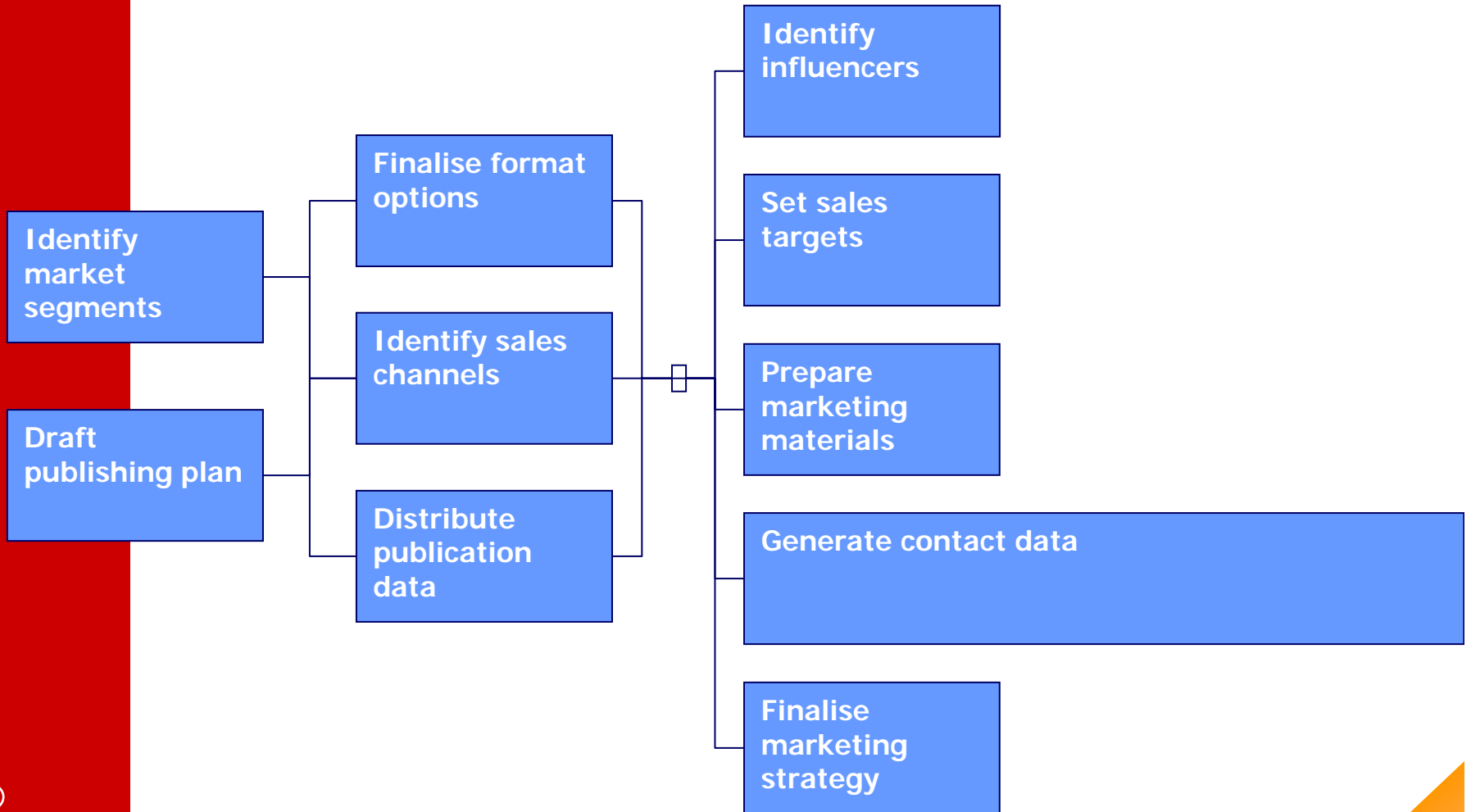
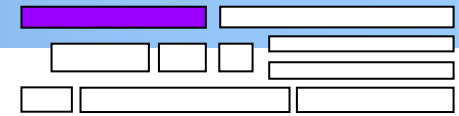
Engage author



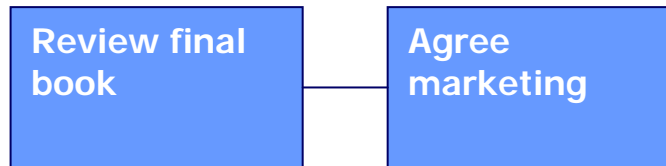
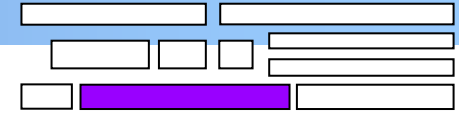
Finalise title



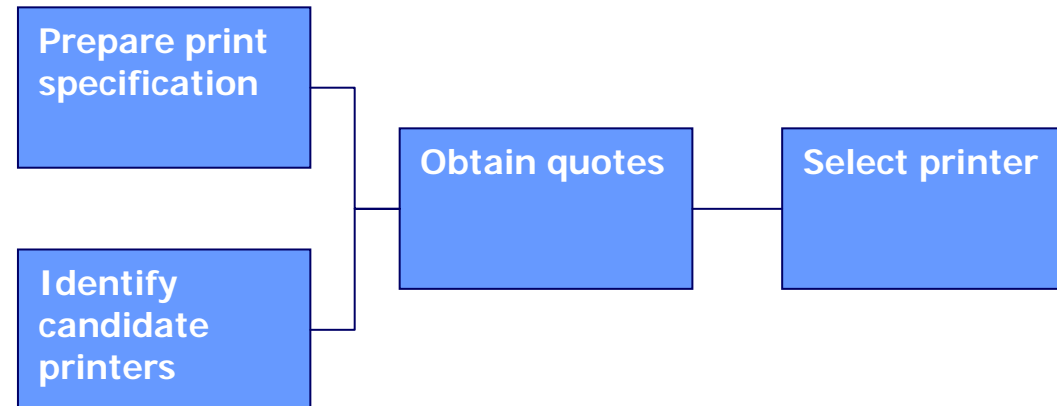
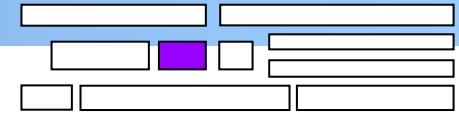
Create marketing strategy



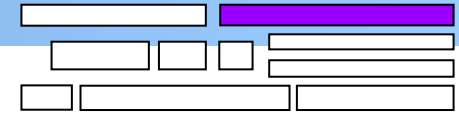
Liaise with authors



Arrange printing



Market book



Arrange advertising

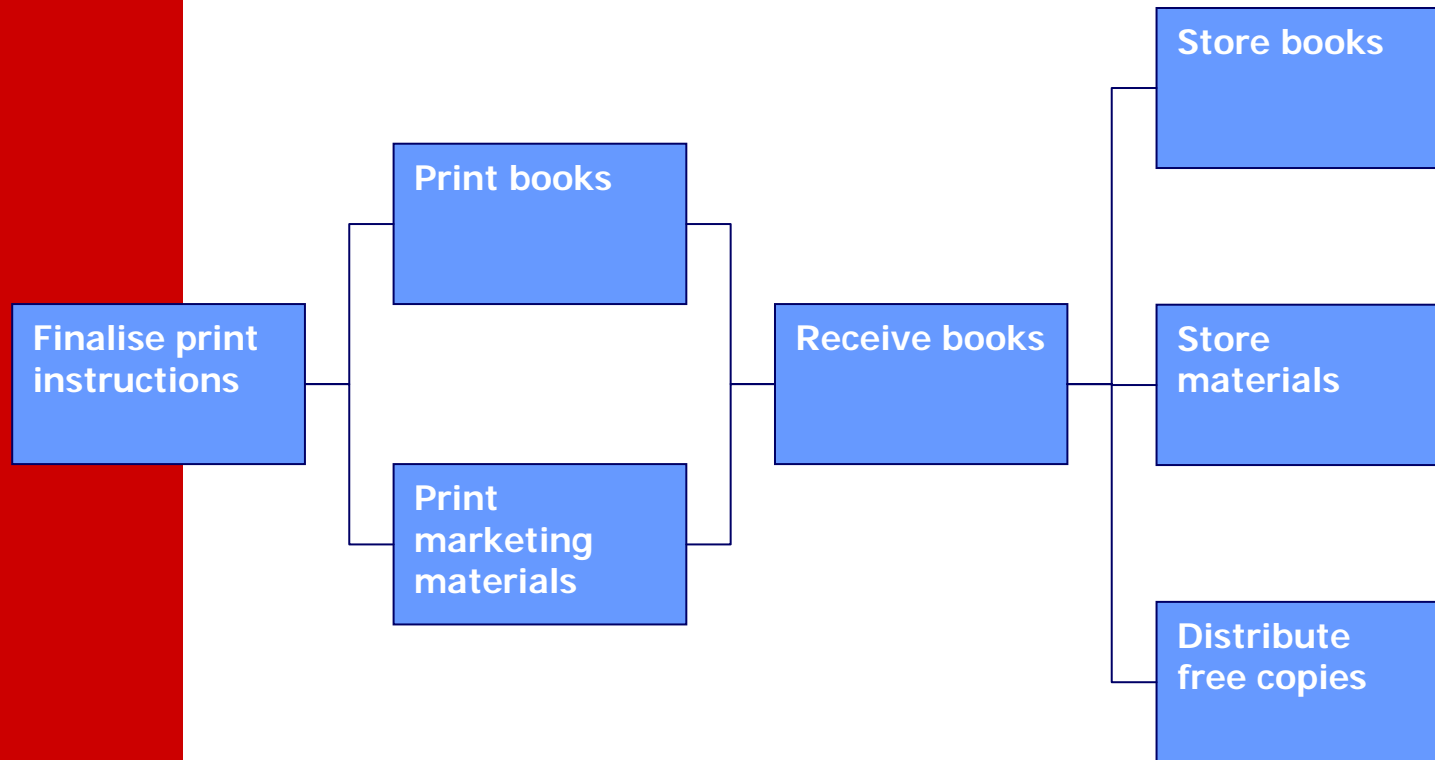
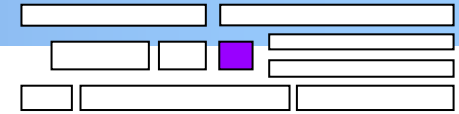
Advance sales

Special outlets

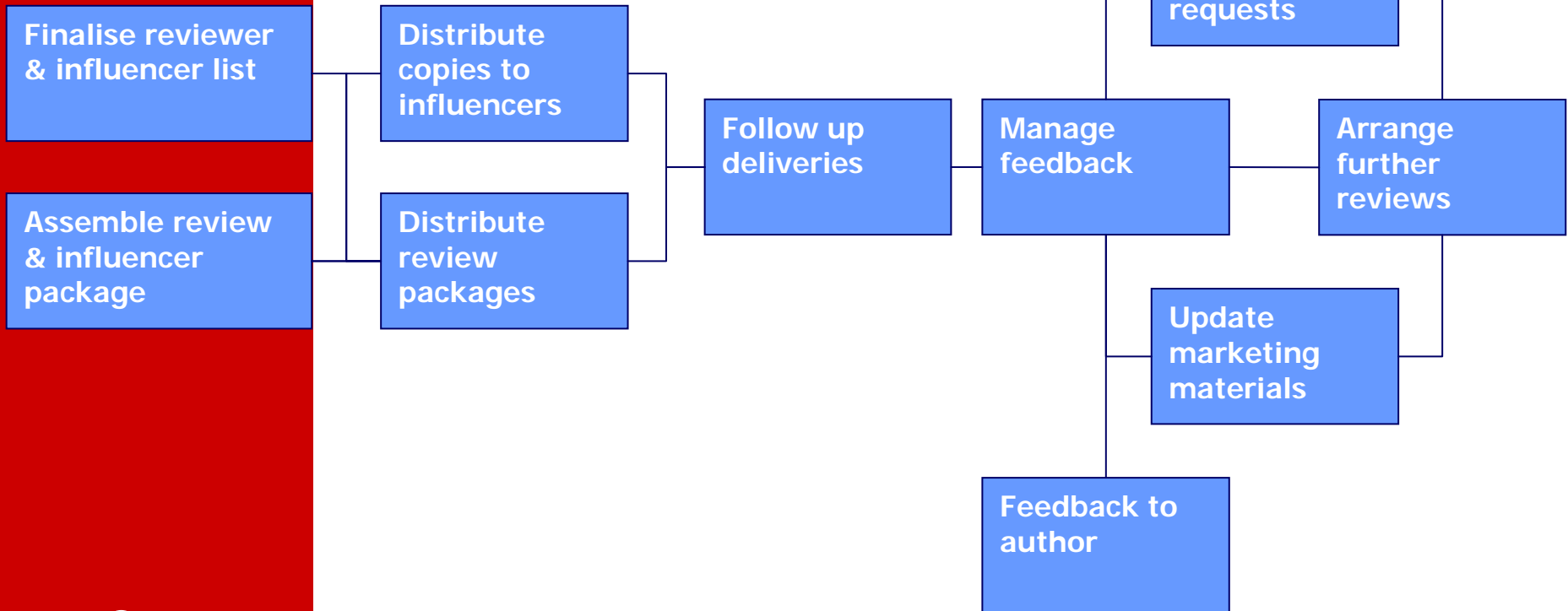
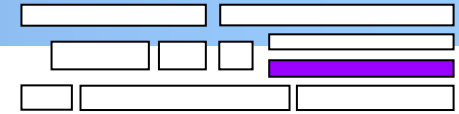
Execute mail shots



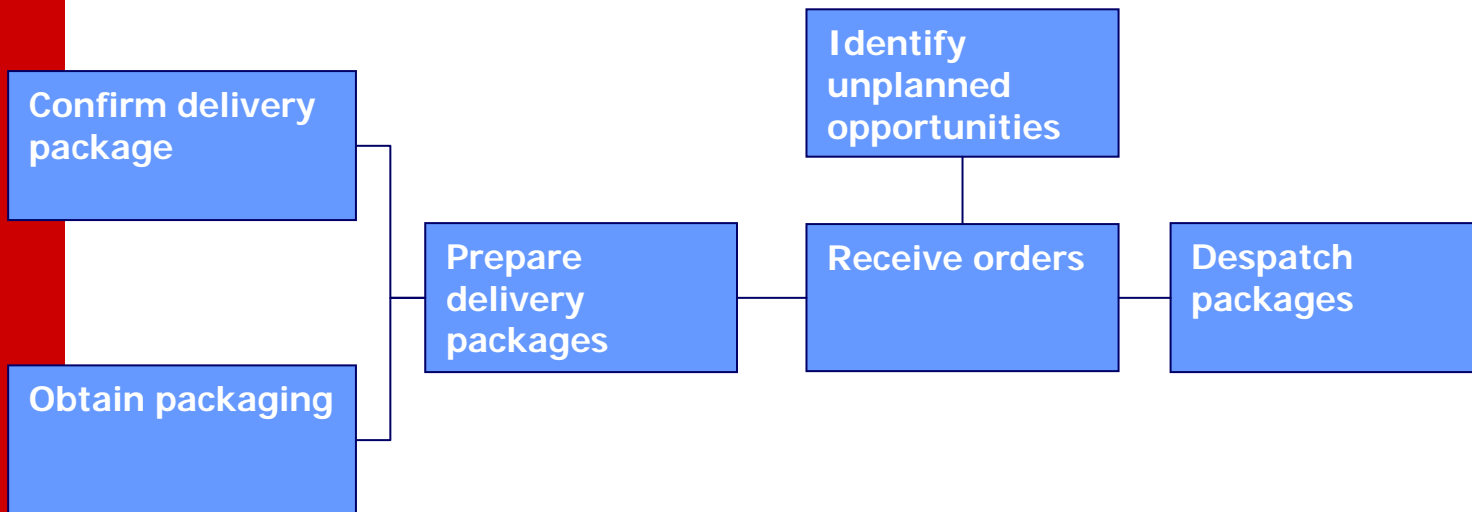
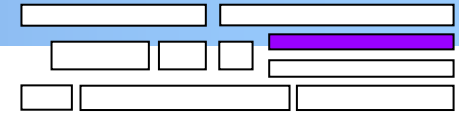
Print book



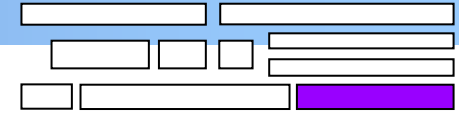
Manage reviews



Sell books



Manage author relationship



Coordinate reviews

Manage author's sales activity

Manage relationship



If you would like to know more...

Capability Architects are happy to advise on all aspects of the publishing process.

- You can contact us at:
 - www.CapabilityArchitects.com
- You can speak to an experienced process consultant on:
 - +44 7962 227886
- Or email us at:
 - mail@CapabilityArchitects.com

