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The Huenefeld Guide to Book Publishing

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The Huenefeld Guide to Book Publishing John Huenefeld
This is the sixth edition (completely rewritten in 2001) of a comprehensive management guide first published in 1974, by publishing consultant John Huenefeld, to help his clients, seminar attendees, and newsletter subscribers with their strategic planning and staff development. Focused on the challenges and opportunities of publishers small enough to operate by face-to-face "small group dynamics" (from start-ups to 200 employees), the book opens with a section on "Organizing and Managing Your Publishing Team" (including strategic planning, budgeting, and scheduling), followed by multi-chapter sections on "New Product Acquisition," "Production," "Marketing," and "Business Administration." A final section on "Publishing Within Special Contexts" looks at starting a new publishing house, religious and secular not-for-profit publishing, media adaptations, and buying or selling a publishing house.

The book offers 54 sample documents and planning or reporting formats--including job descriptions for most of the generic positions in book publishing houses. It also contains frequent statistical benchmarks based on two decades of annual surveys of subscribers to "The Huenefeld Report" -- the author's fortnightly management newsletter until his retirement.

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