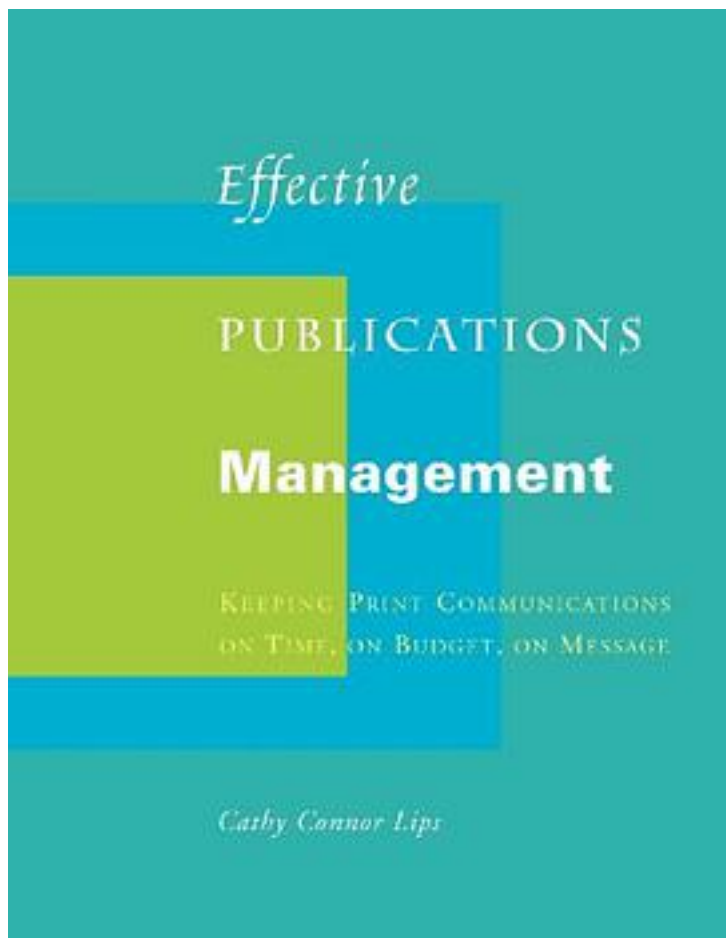


Effective Publications Management



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Manage the publications process from idea to delivery - - and never sacrifice time, money, or quality again Effective Publications Management is the definitive guide to managing every phase of the print publications business, from concept through

development through getting it into readers' hands. Master the details of creating, contracting, and overseeing print materials, and make your communication projects - - annual reports, brochures, newsletters, and other publications - - run smoothly. Each chapter is dedicated to a different phase of the process. Topics include determining your communication needs, educating clients, creating proposals, planning schedules and budgets, hiring a creative team, selecting printers, and much more. Award-winning creative directors, art directors, designers, editors, and consultants share their publications-management strategies and exemplary work. Sample project schedules, budgets, and vendor contracts are provided. - One phase of the publication process per chapter - Ideal for professionals in corporate and nonprofit communications and marketing, for graphic designers, and for design and business students - Great reference for anyone creating or overseeing any type of print publication, novices as well as seasoned professionals who can benefit from industry expertsknowledge - 58 color images plus 18 sample schedules, budgets, contracts, and more

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