



"Practical Problem-Solving Advice for Publishers"

Eighteen Ways Publishers Add Value to Content

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How Do Publishers Add Value to Content?

Publishing scholarly journals and books costs money and publishers pay these costs. So as you hear the mantra "information should be free," ask this question, "who pays these costs?"

Publishers add value to content in these 18 ways:

1. Decides what information is valuable as published content
2. Researches markets in order to plan new products
3. Decides the best formats for publishing specific information
4. Manages and pays for the subject matter expert review process
5. Serves as expert coach and advisor to authors
6. Edits manuscripts for content and style
7. Supervises the indexing process
8. Designs and proofs material
9. Catalogs and classifies material
10. Negotiates collaborative projects between co-authors
11. Researches and checks facts
12. Promotes and publicizes the book through a multichannel system
13. Manages multiple distribution changes in physical and digital formats
14. Makes books available to its existing networks of buyers
15. Creates new revenue-producing information products
16. Pays royalties and fees to authors
17. Manages permissions requests and clearances
18. Licenses book to maximize subsidiary rights income in physical and digital formats

For those reasons, publishers can't give away their product for free. Ask this question: Do you need to be paid for your work? So do publishers.

About John B. McHugh

John B. “Jack” McHugh is a 40-year veteran of the publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary’s Press. Jack is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. Jack’s specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, organizational design, and startups. He is the manager of two LinkedIn™ groups, Association and Nonprofit Publishing and The Self-Employment Forum.

John B. McHugh: Practical Problem-Solving Advice for Publishers

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