



# Open University Press

## The Life Cycle of a Book



## THE LIFE CYCLE OF AN OPEN UNIVERSITY PRESS BOOK

We view the publication of an Open University Press book as a collaborative effort between Publisher and Author. This document provides a snapshot of the life cycle of an Open University Press book.

If you have any further questions please contact the Editorial Team at [editorial@mcgraw-hill.com](mailto:editorial@mcgraw-hill.com)

### From Book Proposal to Contract

Commissioning Editor seeks new authors and book ideas

Authors submit a proposal

The book proposal is reviewed and developed

The revised proposal is presented to the Editorial Board

New book proposal approved!

Proposal sent to the Open University

Contract issued and writing begins

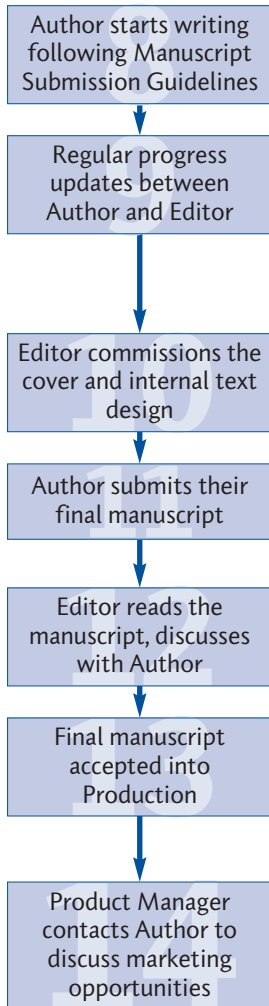
1. The Commissioning Editor seeks Authors with new book ideas and discusses the potential of the Author's project.
2. The Commissioning Editor, if appropriate, invites the Author to submit a proposal for a new book idea. Please see our Proposal Guidelines at [www.openup.co.uk/authors](http://www.openup.co.uk/authors) for further information on shaping a proposal.
3. The Commissioning Editor reviews the Author's book proposal and works with them to develop it. The proposal is discussed with the Sales and Marketing Team, and external reviews are commissioned to allow the Commissioning Editor to make an informed decision about whether to proceed with the proposal or not. Important factors include:
  - The quality of review feedback
  - The target market and likely sales opportunities
  - The price
  - The extent (length) of the book, format and rigour of the project
  - The production costs involved in publication
  - The place of the book in the marketplace

The Commissioning Editor will liaise with the Author throughout this process to ensure that they have an accurate understanding of the new book proposal. The Author may be asked to provide further detail or to make amendments to the proposal based on the peer review feedback or discussions with colleagues in Sales and Marketing to ensure that the book proposal best meets the market's needs.

4. If the proposed book meets all of the above criteria, the Commissioning Editor will present the book proposal to our Editorial Board, consisting of members of senior management from Editorial, Production, Sales and Marketing. In order to approve the book, the Board must be satisfied that it is a well thought out proposal that presents an attractive publishing opportunity for the Open University Press.
5. Following approval by the Editorial Board, the Commissioning Editor will notify the Author that their book proposal was successful! They will then discuss any comments or queries that were raised in the meeting with the Author.
6. The approved book proposal will be sent to our academic adviser at the Open University for final approval on behalf of the University.
7. Once approved by our Editorial Board and by the Open University, the Commissioning Editor will issue the Author with a contract for the book and the writing process begins!

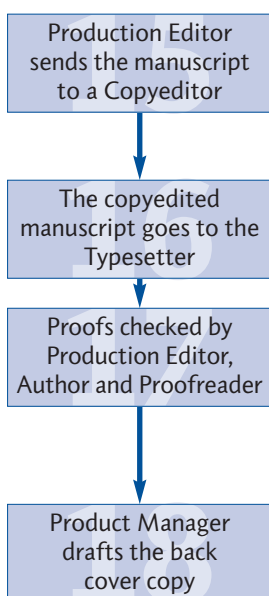


## Writing your Book

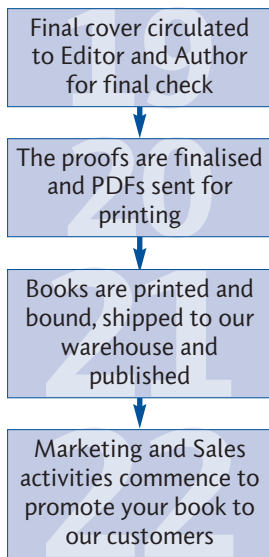


8. The Commissioning Editor and Editorial Assistant will send you our Manuscript Submission Guidelines to provide you with tips on the writing process and guidelines for presenting your manuscript.
9. The Commissioning Editor and Editorial Assistant will liaise with the Author during the writing process to check progress with the manuscript. It is important that the Author keeps Open University Press abreast of their progress so that we can plan the next stages accordingly. The Commissioning Editor and Editorial Assistant are available for any queries that the Author may have during the writing stage.
10. During the writing process, the Commissioning Editor and Editorial Assistant will liaise with the Production Editor to commission the front cover and text design for the book.
11. The Author prepares their final manuscript in line with our Manuscript Submission Guidelines. The Author submits their final manuscript to the Commissioning Editor by the agreed delivery date in the contract.
12. The Commissioning Editor reads and checks the manuscript. Any queries regarding the manuscript will be discussed with the Author.
13. Once the Commissioning Editor has accepted the final manuscript, the Editorial Assistant prepares it and hands it over to Production Editor. The book now enters the Production phase of publication.
14. The Marketing Product Manager sends the Author a marketing questionnaire when the manuscript has handed over to Production. The Author liaises with the Product Manager to maximise all marketing opportunities, including author contacts, conferences or other promotional activities.

## From Final Manuscript to Published Book



15. On receipt of the manuscript from the Editorial Assistant, the Production Editor sends the manuscript to the Copyeditor to closely edit for grammar, sense, style and consistency. It is important that the Author remains available during this stage to respond promptly to any copyediting queries that may arise.
16. Once the manuscript has been copyedited, it will be sent to the Typesetter to set the book pages in the book's text design.
17. When the book has been fully set, proofs of the manuscript are available. These are sent to the Production Editor, the Author and Proofreader to check for any final corrections and to an Indexer to make up the index for the book. It is important that the Author remains available during this stage to respond promptly to any proof queries that the Proofreader may have.
18. The Product Manager liaises with the Commissioning Editor and Author to write the copy for the back cover.

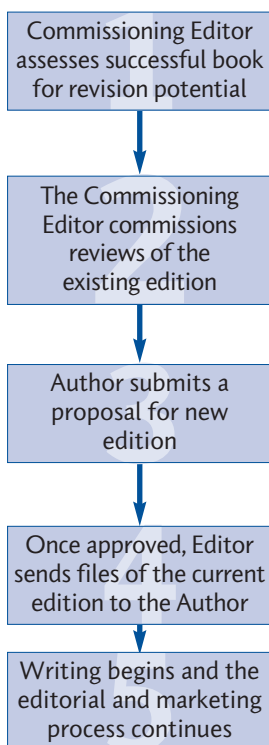


19. Once the full cover has been created, the Commissioning Editor, the Product Manager and the Author check the proof for any final corrections.
20. The Production Editor sends the final PDF files of the book to the Printer for printing.
21. The final book arrives in our warehouse and the book is published!
22. The process doesn't end here! In many ways this is where the life of the book begins. Marketing activities commence in the shape of flyers, promotions, e-marketing campaigns and a host of other activities. Complimentary copies are shipped to potential customers and new adoptions or recommendations of your book are tracked.

### Into the Future - New Editions

We carefully monitor the progress of our published books to ensure we are promoting them as actively as possible. If your book is well received by academic adopters, students or professionals, and continues to sell well, we may consider publishing a new edition of the book. Ideally, we hope to launch new editions of successful course texts every three years in order to maintain strong sales of your book for many years to come.

For new editions of successful books, the above process follows a similar timeline. Key differences include the following:



1. The Commissioning Editor discusses suitable new editions with colleagues from Sales and Marketing. If the performance of the current edition has been strong and there is a need in the market for an updated edition, the Commissioning Editor contacts the Author.
2. The Commissioning Editor commissions reviews of the current edition for feedback. These reviews are then sent to the Author for consideration and discussion with the Commissioning Editor.
3. If the reviews are positive, the Commissioning Editor invites the Author to submit a proposal for a new edition of their book based on the review feedback, as well as their own thoughts for a new edition. As with all new books, the review feedback is discussed, the proposal revised as required, and put before the Editorial Board.
4. Once the new edition is approved and the contract is signed, the Commissioning Editor and Editorial Assistant will send the Author the extracted word files from the current edition to work from.
5. The process for a new edition from this point is very similar to that for new books.

We hope you found this information helpful. If you would like to get in touch, please contact us at [euroeditorial@mcgraw-hill.com](mailto:euroeditorial@mcgraw-hill.com)