

# Profile of the Books Business

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# Criteria for Success

Quality, global, specialist authorship

Streamlined efficient production and inventory

Global and local distribution

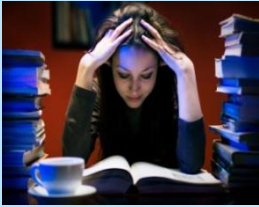
Longevity of content and re-editioning

Clearly defined audience

Global rights and control

Pricing

# Profile of the Book Business



## Teaching & learning



## Research & reference



## Professional cross-over & self-learning

Repeatable, sustainable, scalable

Maximise content up and down the curriculum

Author kudos, broad customer base, regional opportunities



# Marketing in a New World



Marketing Communications

Author Communities

Academic Gatekeepers

Mailing Databases

Print versus e-promotion



# Marketing in a New World

Evolving rapidly to encompass:

- social media and digital marketing
- traditional printed and mailed materials
- advertising and conference attendance

Email marketing versus traditional mailings now 70% of mix

Metadata and content feeds to aggregators and re-sellers

- ✓ Greater geographic coverage
- ✓ Greater subject coverage
- ✓ Deeper penetration to the back catalogue