

## WHAT AUTHORS NEED TO KNOW ABOUT PUBLISHERS

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Textbook publishing has become increasingly specialized over the years. Marketing textbooks are now actually developed in the manner in which they advocate for other products. Today's marketing text is more likely the product of marketing research than the yellowed, dog-eared notes of a prof wanting to leave his/her mark on the discipline.

Publishers are now forced to make substantial investments than ever before. As a result, they have abandoned their traditional production orientation and adopted the marketing concept. This roundtable discussion will trace how the text book industry has evolved from "manuscripts coming in over the transom" to today's sophisticated product development process.

The entire publishing process will be examined and related to an author's perspective. This discussion will include prospectuses, acquisitions, contracts, marketing research, approaches to writing, reviews, editorial development, revising, copyediting, permissions, designs, production, galley proofs, and finally - the marketing of a finished product. The organizational structure and dynamics of a publishing house will also be considered.

The discussion leaders will discuss the vital importance of contract negotiations: what to look for; what to seek; and, what to avoid. The roundtable will conclude with a consideration of a publishing strategy for a first-time author.