



Maverick
Publishing Specialists

Maverick's Society and Association Support Team

Scholarly publishing is changing rapidly. Nowhere is this felt so keenly as in nonprofit societies, associations, and university presses. Many are confronting challenges in maintaining their publishing activities at a level that can support the high-caliber programs their constituents have come to expect.

Maverick Publishing Specialists has assembled a special team of professionals to focus on areas of key importance to societies:

- Are you prepared for Plan S?
- What are some tactics to increase international sales?
- How can you engage authors and empower them to promote discovery?
- Are you getting the best value from your publishing/platform partners?
- How can you find the best publishing partner and negotiate contract terms?
- Does your work flow reflect best practice and technology?
- What's the best way to sell ebook packages?
- How to you fill key positions with the best talent?

The **Maverick team** has specialized expertise in the field of society and association publishing to help you sort through the issues facing you and your colleagues.

The members can draw from the over **200 Maverick Associates** worldwide to provide expertise across the industry. Our teams are organized around business functions, so we can match the experts to your exact needs.

The Maverick advantages apply across the spectrum of scholarly publishing:

- Broad knowledge of both commercial and nonprofit environments
- International expertise
- Responsiveness and flexibility at all levels: short-term and one-off projects as well as long-term strategy
- Expertise at all stages of the publishing process
- Strong connections within the broader scholarly community

We hope you consider Maverick part of your core group, working in your interests as an extension of your team.

Please contact us to learn more:

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