



## Content Commissioning for Books and Journals

Now more than ever, publishers of both books and journals are under pressure to continuously refresh their published content. This need can pose a challenge to the reach and capacity of existing resources for acquiring new content. Maverick can help support and supplement these efforts.

For books, this may extend to identifying new areas for potential development based on the list and the market, acquiring new or revised titles, or working with existing authors to develop new products. For journals, content acquisition can involve outreach to researchers and authors to attract new submissions or to identify markets for new journals.

Sound content commissioning capabilities are vital to maintaining a sustainable publishing program, and Maverick can help by serving as the publisher's extension into its potential markets.

### Books:

- Identify new products, derivative and complementary products, collections
- Market and competitor research, gap analysis, new authors and markets
- Set up and management of advisory boards, peer review
- Proposal development and go-to-market plans
- Author relations and support
- Developmental editing and project management

### Journals:

- Research and analysis of content-specific areas to target potential submissions
- Identification of key researchers and priorities
- Outreach messaging and tactics
- Researcher and author services
- Gap analysis and assessment of areas for new or acquired journals
- Evaluation of OA risk/benefit assessment
- Peer review and research ethics

For both books and journals, Maverick can provide workflow and production support to ensure the content reaches its audience. Contact us to learn more about how Maverick's expert publishing team can help you achieve your goals.

### For further information, please contact:

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