



Society and Association Support Services

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.

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 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.

Maverick's team of professionals focuses on key questions faced by societies:

- Can you sustain open access publishing and comply with funder mandates?
- What are some tactics to increase international sales?
- How can you engage researchers and encourage submissions?
- Are you getting the best value from your publishing partners?
- How can you find the best publishing partner and negotiate contract terms?
- Are you using technology to best advantage to improve workflow?
- The best way to sell eBook packages?
- How to fill positions with the best talent?
- How can you recruit new members and develop new markets?

The Maverick advantages apply across the spectrum of scholarly publishing:

- Broad knowledge of both commercial and nonprofit environments, STM and HSS
- 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
- Ability to provide interim and management support
- A network of senior level publishing professionals with a vast wealth of experience

We hope you consider Maverick as an extension of your team, working in your interests. We can help fill in as needed and expand your base in both publishing and association management.

Please contact us to learn more:

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