



Publishing Program Audit

It can sometimes be difficult for an organization to recognize all the ways it can usefully adapt to a changing, and challenging, publishing environment. Legacy systems and business models need to evolve to meet emerging needs and help publishers increase their efficiency and grow into new areas.

This is where a publishing program audit from Maverick Publishing Specialists can help. We offer concise, practical plans specially designed to address the challenges faced by small- and medium-sized publishers to help them maximize their resources and growth opportunities. Here are some of the issues our audits can address:

- Evaluating staffing and organizational structure
- Providing interim support for vacant positions or large projects
- Developing workshops to keep staff motivated, productive, and connected to the industry
- Quickly and economically making your content available online in a variety of formats
- Ensuring your partnerships are providing the best value and support
- Enacting robust marketing and sales activities with budgets under pressure
- Reducing expenditures without jeopardizing business goals
- Surfacing untapped areas of potential revenue
- Improving discoverability and impact factors and other success metrics
- Promoting efficiency by streamlining workflow and systems integration

Each audit is individualized and tailored to a publisher's goals. The outcomes—and benefits—are clearly defined to focus on success.

Maverick understands the challenges publishers face in this evolving landscape. Our unique structure allows us to assemble teams with the exact skills needed to support each project. To learn how the publishing audit program can help your organization, contact your Maverick representative.

For further information, contact:

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