



## Case Study

### Book development, production, and distribution support

A small medical society approached Maverick for assistance in producing a heavily illustrated atlas of procedures. It was extremely important to them to be able to control the production, distribution, and quality of the reproduction, which was vital to the publication.

#### GOALS

The society wanted to develop a plan to produce and market a cost-effective, high-quality publication that would be available for purchase to its members as well as to other practitioners in the field in both print and digital formats. The atlas would be published in multiple volumes and available for sale in a variety of venues.

#### APPROACH

After working with Maverick to review options for working with a commercial publisher, the society decided to self-publish. Maverick helped them work through the logistics involved, including preparing specifications, evaluating artwork, advising on design and layout, estimating page counts and projected costs, and selecting vendors to determine the most cost-effective approach. Maverick provided support throughout the production process and proof review. The work also involved establishing print runs and coordination of inventory management, fulfillment, and distribution partners for print and digital editions.

#### IMPLEMENTATION

The proposed structure was developed in close collaboration with staff to ensure it was manageable and helpful in expediting content creation and publication. The results were then presented to staff and management with plans for implementation. The book has been published and was launched at the society's Annual Meeting.

Maverick can provide assistance to societies and associations to allow them to independently manage their publishing programs and create a network of partners to support all aspects of the publishing process.

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