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*The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers
Books Committee Presents...*

The Fifth
**Professional, Scholarly & Academic Books:
The Basic Boot Camp
(For the first time on the West Coast)**

Friday, November 9th, 2007

9:00am-5:00pm

Jossey-Bass Offices

989 Market Street

San Francisco, CA 94903

If you have less than three years' experience in the world of professional, scholarly, and academic book publishing this course will give you an overview of the industry.

Topics to be Addressed Include:

- ❖ Acquisitions
- ❖ Marketing
- ❖ Sales
- ❖ Production
- ❖ Finance

If you want answers to the following questions then this is the course for you:

- What is professional & scholarly publishing (PSP) and how does it differ from Trade, Higher Ed and School publishing? Are there similarities?
- Who finds the authors? Who manages the authors? Where do the ideas come from? How does one determine quality? What is the reviewing process?
- How does the manuscript become a bound book? What are the processes that take place? PP&B and all that it means!
- Where do the marketing \$\$\$\$ come from? How to create a marketing plan? Who is the customer? What are the different customer types? What are the customer needs? How do you reach customers?
- What are the primary sales channels? What are the sales patterns of these books? What are rights and translations?
- P&L, ROI, Expenses, Costs, Financial Reports, Budgets...What does all this mean?

Moderated by:

Beth Schacht, Director of Marketing, *McGraw-Hill*

Speakers:

Cathy Felgar, Associate Production Director, Academic, *Cambridge University Press*

John A. Jenkins, Senior Vice President and Publisher, *CQ Press*

Gita Manaktala, Marketing Director, *The MIT Press*

Molly Venezia, Assistant Director and CFO, *Rutgers University*

Additional Speakers TBA

If you feel that this flyer would benefit others in your organization, please circulate this announcement.

Please see the other side for important registration information

REGISTRATION FEES

[] YES! I will be at the Basics Books Boot Camp on Friday, November 9th, 2007, 9:00am-5:00pm. Lunch is included. Registration Fees are as follows:

CONTACT DETAILS:

Name _____

Business Title _____

Company _____

Address _____

City, Zip, State _____

Telephone _____

E-mail _____

PAYMENT METHOD:

- Check (Payable to *Association of American Publishers, Inc.*)
- Visa
- MasterCard
- American Express

Card No. _____ Exp. Date _____

Cardholder _____ Name of Signature _____

REGISTRATION FEES:

- \$100.00 AAP Member
- \$150.00 AAP Non-Member

MAIL OR FAX PAYMENT TO:

Association of American Publishers
Attn: Sara Firestone
71 Fifth Avenue, 2nd Floor
New York, NY 10003-3004
Fax (212) 255-7007

Cancellation Policy: Full refund for cancellations on/before September 15th, 2007. **NO REFUND FOR CANCELLATIONS AFTER September 15th, 2007.** In the unlikely event of seminar cancellation, the AAP/PSP is not responsible for any costs, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.