

Publishing Process – CCH Canadian Limited

1. Conceptualization of Product & Viability Testing

- Ideas generated and investigated.
- Preliminary research on market niche.
- Evaluation of competitors and identification of prospective customers and potential publishing partners.
- Testing of target market.
- Business proposals prepared and submitted for approval.
- Contracts drafted, negotiated and signed with authors or industry experts.

2.(A) Manuscript Development and Review

- Author builds manuscript from initial outline; may submit draft chapters for review and feedback.
- Submission of final manuscript on or before agreed deadline.
- Manuscript is reviewed for adherence to terms of signed contract.
- Letter of acceptance sent to author by Managing Editor.

2.(B) Software/Workflow Tool Planning

- Outline content and functionality of proposed tool.
- Consult with industry specialist to act as advisor/consultant in development.
- May require author to write additional content.
- Map out the specific needs of the tool; may involve “shadowing” a potential user to identify specific job functions.

3.(A) Editorial/Production Process

- Manuscript converted to in-house electronic system.
- Editor assigned to format, code, and edit the material.
- Technical resource and data preparation teams perfect format and style.
- Galleys returned to author for review.
- Work is proofread and sent to production for printing.
- If applicable, CD-ROMs are created.

3.(B) Development Process

- Author and/or industry specialist may work with development team to flush out functional requirements.
- Develop usage scenarios to help create prototypes.
- Obtain content and integrate with electronic product.
- Editorial staff review and proofread text as required.
- Collect user feedback and assess product accordingly.
- Prepare quality assurance plan which consists of a technical audit to ensure product meets with required specifications.
- Prepare user documentation and packaging plan.
- Ensure that product support plan is complete.

4. Marketing of New Product

- Creation of product marketing plan.
- Identification of marketing mix: direct mail, e-Marketing, CCH catalogue, magazine ads, brochures, press releases, book reviews.
- Products made available for sale through e-Shop or Customer Service Team.
- Our experienced national sales team is trained and ready to support and follow-up new product campaigns.

5. New Product Launch

- New print or electronic product made available to our customers.