

The publication process at Cengage Learning

Editorial

The commissioning editor reviewed your proposal and negotiated your contract. Once your book is contracted however, your key contact will be your development editor. He or she can provide you with advice, editorial feedback and support as you prepare your manuscript. Although your development editor is not directly involved in the production or marketing process, he or she is concerned with these matters and will be happy to assist you with any aspect of your project.

Your development editor will work with you to help to produce your manuscript on time and in a format ready to go into production. They will help you work to your contracted delivery date, and ensure that you have requested copyright clearance where applicable. They may set up an ongoing review process so that you get feedback on complete chapters as you are writing. They are in constant communication with the other departments to make sure that they are prepared for the delivery of your manuscript and that it is scheduled to publish at the appropriate time of year for the publication's market.

Production

The production editor will direct all phases of production of your book. He or she will organize and monitor text design (where applicable), copy-editing, typesetting and artwork incorporation, proof reading, indexing (where required) and the integration of corrections, up to the stage where your book is ready to go to the printer.

Once your manuscript has been accepted into production, the production editor will be able to help you with questions about schedules and editing.

For full details of the production process, see **Stages of production** and the corresponding **flowchart**.

Marketing and Sales

The marketing team are responsible for promoting your publication to its market. You will be asked to submit an author's questionnaire when you submit your manuscript. This information will be the starting point used by the marketing team to ensure that your title receives appropriate exposure through direct mail, PR, advertising and our sales teams.