

## McHugh Publications Ready Reference

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The McHugh *Publications Ready Reference* will enable you to quickly find valuable information on a variety of publishing management topics.

The contents of this McHugh Ready Reference are organized along these topics:

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Many of these publications are available free [www.johnbmchugh.com](http://www.johnbmchugh.com) and are so noted in the listing below. McHugh consulting clients and McHugh editorial advisors are entitled to free copies of any of these publications as a special benefit. Others can be purchased. Call 414-351-3056 or e-mail [j.b.mchugh@att.net](mailto:j.b.mchugh@att.net) for information.

### Associations

#	Title	Price Length	Comment
A-1	<b><i>Nine Tips for Working with Association Volunteers</i></b>	1999 4 pp \$3	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
A-2	<b><i>Sixty Ideas and Suggestions for Association, Foundation, and Society Publishing Managers</i></b>	1998 6 pp \$6	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
A-3	<b><i>Associations and Custom Publishing: Twenty Suggestions and Questions for Evaluation</i></b>	1998 4 pp \$4	Free at <a href="http://www.johnb.mchugh.com">www.johnb.mchugh.com</a> . Read this before you contract your association's book publishing with a custom publisher.
A-4	<b><i>Mailing List Rentals as a Profit Center: The Basics You Need to Get Started and Expand Income</i></b>	1999 6 pp \$6	Brief introduction to a business that can produce high-margin income for your association.
A-5	<b><i>Ninety Questions to Ask to Evaluate Your Publishing Program: The Benefits and Basics of a Publishing Management Audit in a Nonprofit Organization</i></b>	1999 10 pp \$10	These questions provide a starting point for a critical and objective evaluation of your association's publishing program. McHugh uses these questions as he audits programs.
A-6	<b><i>Recruiting a Publishing Executive for a Nonprofit Publishing Organization: Tips and Techniques</i></b>	2000 6 pp \$6	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>

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A-7	<b><i>Association Publishing Management: Top Line Issues</i></b>	2001 34 pp \$30	Provides insights into the unique aspects of associations for senior executives. Ideal primer on the subject for association executives.
B-4	<b><i>Book Publishing By Associations, Institutions and Companies: An Overview of The Various Aspects Essential for Success</i></b>	1998 14 pp \$12	Designed as an introduction for executives contemplating starting a book program. Particularly useful for associations, foundations, and societies. Excellent review of basics.
B-13	<b><i>Starting An Association Publishing Program: 20 Questions to Ask</i></b>	2003 3 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
M-15	<b><i>Publishing Management for Nonprofit Organizations: Principles for Associations, Foundations, and Societies</i></b>	1997 162 pp \$90	Overview of principles of publishing in a nonprofit organization.
W--5	<b><i>Knowledge Management, New Product Development, and Nonprofit Publishing</i></b>	2002 4 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD 13	<b><i>Optimizing New Product Development in a Nonprofit Organization</i></b>	2003 8 pp \$8	Identifies the inherent advantages possessed by associations, foundations, and societies in the new product development arena. Specifies 11 causes of why new product development is sub-optimized in nonprofit organizations.

### Books

#	Title	Price Length	Comment
B-1	<b><i>Thirteen Key Measures to Evaluate Book Publishing Effectiveness</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-2	<b><i>Book Publishing For Management: Basic Package: <u>Three Items listed below</u></i></b>	1999 16 pp \$12.	The fundamentals of successful book publishing are explained in this "must have" series of three short publications. Required reading for anyone interested in the book business.
B-2-1	<b><i>Introduction to Book Publishing as a Business: The Realities and a Framework for Success</i></b>	4 pp.	
B-2-2	<b><i>How to Forecast the Sales of Books</i></b>	6 pp.	
B-2-3	<b><i>How to Figure the First Printing of A New Book</i></b>	4 pp.	

B-3	<b><i>Product Development and Process Management: Suggestions for Improvement</i></b>	1998 6 pp \$6	Examines book publishing processes in light of total quality management principles and from a customer perspective.
B-4	<b><i>Book Publishing By Associations, Institutions and Companies: An Overview of The Various Aspects Essential for Success</i></b>	1998 14 pp \$12	Designed as an introduction for executives contemplating starting a book program. Particularly useful for associations, foundations, and societies. Excellent review of basics.
B-5	<b><i>How to Organize a Book Company: 15 Essential Organizational, Strategic, and Financial Elements</i></b>	1999 6 pp \$6	Presents an overview of the 15 tasks necessary to launch a new book publishing program.
B-6	<b><i>The Book Publishing CEO Checklist of 50 Responsibilities</i></b>	1998 4 pp \$3	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-7	<b><i>How to Sell the College Market: Six Ways to Promote and Sell Your Books for Classroom Adoption</i></b>	1999 12 pp \$12	The basics of promoting your books for college classroom adoption are presented. Ideal introduction for those wanting to reach this large and lucrative market
B-8	<b><i>Self- Publishing for Individuals: How to Evaluate the Economic Realities and Ten Things to Do</i></b>	1999 5 pp \$5	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-9	<b><i>Book Inventory Management and Control: Overview and Suggested Guidelines</i></b>	2000 10 pp \$10	Learn how to avoid the number one financial headache in book publishing, printing too much inventory.
B-10	<b><i>Book Marketing/Promotion Checklist: 22 Ways to Promote and Sell Books</i></b>	2003 4 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-11	<b><i>Book Publishing Financial and Statistical Reports Required to Manage a Book Publishing Company</i></b>	2002 5 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-12	<b><i>How to Evaluate the Book Acquisitions Function: 29 Questions to Ask</i></b>	2003 7 pp \$8	These incisive questions will help you to evaluate new product development. McHugh uses these questions in his management audits.
B-13	<b><i>Starting An Association Publishing Program: 20 Questions to Ask</i></b>	2003 3 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
B-14	<b><i>College Publishing Glossary</i></b>	2005 4 pp \$3	Provides basic terminology for publishers interested in the large and lucrative college (higher education) market.
M-11	<b><i>College Publishing Market, 3<sup>rd</sup> Edition</i></b>	1997 100 pp \$70	Provides a practical overview of college publishing covering all editorial and marketing aspects. "How To's" emphasized. A "handbook" for those

			wanting to start a college program or evaluate an existing program.
M-12	<b><i>Managing Book Acquisitions: An Introduction</i></b>	1995 101 pp \$70	Introduces book acquisitions techniques to new acquisitions editors. Can be used as a <u>training manual</u> for new acquisitions editors. Unique one-of-a kind resource.
M-13	<b><i>Book Publishing Contracts: An Introduction</i></b>	1996 80 pp \$70	Explains practical meaning of each contractual provision and how to effectively use your book contracts in successful author negotiations.
PM-10	<b><i>Publishing Divestiture: A Practical Guide for Book Managers</i></b>	2003 5 pp \$8	Provides basics of getting organized to sell either a list of books or an entire book program. Unique executive information unavailable elsewhere.

### Executive Recruiting

#	Title	Price Length	Comment
A-6	<b><i>Recruiting A Publishing Executive Tips &amp; Techniques</i></b>	1999 6 pp \$6	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a> . Written for associations. Points out differences in nonprofit organizations as compared with commercial publishers when recruiting.
PM-2	<b><i>Interviewing Finalist Candidates</i></b>	2002 4 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a> . Hiring executives will learn how to interview finalist candidates for executive level jobs.
PM-6	<b><i>Executive Recruiting Checklist</i></b>	2003 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a> Handy checklist will help you organize your recruiting efforts.
PM-7	<b><i>Preparing to Recruit an Executive: Seven Questions to Ask</i></b>	2004 5 pp \$4	Learn the key questions to ask candidates when recruiting an executive.

### Journals/ Periodicals

#	Title	Price Length	Comment
P-1	<b><i>Twenty-Two Ideas to Ensure a Successful Journal Start-Up</i></b>	1998 4 pp \$3	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
P-2	<b><i>Twenty-Two Responsibilities of Journal Editor</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
P-3	<b><i>Thirteen Measures to Evaluate Periodical Publishing Effectiveness</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
P-4	<b><i>How To Establish An Association Editorial Board</i></b>	2002 5 pp	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>

	<i>for a New Periodical</i>	\$5	
P-5	<b><i>Starting A New Journal: A Project Management Approach</i></b>	2003 15 pp \$15	Shows reader how to start a new journal from scratch using project management techniques.
P-10	<b><i>How To Evaluate the Operations and Performance of a Journal: 48 Questions to Ask</i></b>	2003 5 pp \$4	Ask these proven McHugh audit questions to examine the performance of your organization's journals.
PM-5	<b><i>How to Start a Library Advisory Committee for a Publisher</i></b>	2003 \$6 PM-5	Provides a "how to" approach to establishing a method to listen to one of your journals most important customer constituency, librarians.

### Product Development

#	Title	Price Length	Comment
PD-1	<b><i>Checklist of 96 Book Acquisitions Tips and Suggestions</i></b>	1998 6 pp \$5	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a> .
PD-2	<b><i>Twelve Factors Considered by Authors when Selecting a Publishing Company</i></b>	1998 3 pp \$3	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD-3	<b><i>Three Ways to Acquire and Develop New Publishing Product</i></b>	1998 4 pp \$4	Explains three ways, along with the legal implications of each, of how publishers acquire new product.
PD-4	<b><i>How to Think about New Product Development and Acquisitions: A Checklist</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD-5	<b><i>Dealing with Agents and Lawyers in Book Acquisitions: Ten Tips for Publishers</i></b>	1998 2 pp \$2	Presents the basics for book publishers of how to deal with lawyers and/or agents representing author prospects.
PD-6	<b><i>Tips for Acquisitions Editors and Publishers: Maximizing Acquisitions Potential at Conventions</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD-7	<b><i>How to Use a Book Proposal Form to Improve the Acquisition of a New Book</i></b>	2000 6 pp \$5	Recommends information needed for successful acquisitions decision-making in one short template.
PD-8	<b><i>Tips and Suggestions on How to Use Your Book Contract Advantageously</i></b>	2000 5 pp \$5	Reveals "insider" tips on what is really important in your book contract, Suggests what you <u>can cede</u> and <u>cannot cede</u> to author prospects.
PD-9	<b><i>How to Launch a New Book into Production</i></b>	2000 4 pp \$3	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD-10	<b><i>Electronic Publishing:</i></b>	2001	No nonsense overview of field for

	<b><i>Managerial Analysis and Recommendations</i></b>	67 pp \$45	executives responsible for planning strategy and new product development.
PD11	<b><i>McHugh's 20 Questions and 10 Suggestions for Successful E-Publishing</i></b>	2001 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PD 13	<b><i>Optimizing New Product Development in Nonprofit Organizations: Overcoming Roadblocks</i></b>	2003 8 pp \$8	Identifies the inherent advantages possessed by associations, foundations, and societies in the new product development arena. Specifies 11 causes of why new product development is sub-optimized in nonprofit organizations.
W--5	<b><i>Knowledge Management, New Product Development and Nonprofit Publishing</i></b>	2003 5 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>

### Publishing Management

#	Title	Price Length	Comment
PM-1	<b><i>How to Prepare a Request for Proposal: Suggestions for Publishers</i></b>	2001 18 pp \$25	Read this one-of-kind resource before you spend many hours preparing a request for proposal (RFP). Learn the ins and outs of RFP preparation.
PM-2	<b><i>Interviewing Finalist Candidates; How the Hiring Executive Should Prepare</i></b>	2002 4 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PM-3	<b><i>McHugh's Core Concepts About Publishing</i></b>	2002 5 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
PM-4	<b><i>How to Organize an Executive Retreat: a Vehicle for Managing Change</i></b>	2003 8 pp \$8	Executive retreats are ideal for brainstorming, planning, and problem solving. Learn how to use your staff's reservoir of ideas and creativity by running an executive retreat.

### Rights

#	Title	Price Length	Comment
R-1	<b><i>Twenty Tips for Effective Rights Management</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
R-2	<b><i>Fourteen Tips for Those Seeking Permission to Use Copyrighted Material</i></b>	1998 2 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
R-3	<b><i>Twelve Tips for Protecting &amp; Acquiring Electronic Rights</i></b>	2001 5 pp	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>

		\$3	
R-4	<b><i>Eight Tips and Suggestions for Selling International Rights</i></b>	1998 2 pp \$2	Presents the basics of licensing subsidiary rights in the international marketplace.
R-5	<b><i>Co-Publishing: A Special Type of Rights Arrangement</i></b>	1998 9 pp \$6	Learn how to partner with other organizations in order to increase your marketplace synergies.
R-6	<b><i>Core Library for Rights and Copyright: McHugh's Recommendation of Nine Books with Capsule Review</i></b>	2001 4 pp \$2	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
R-8	<b><i>McHugh's Rights and Publishing Glossary</i></b>	2001 11 pp \$8	Learn 61 vital terms to help you deal with the management of rights.
R-9	<b><i>How to Develop a Rights Policy and Establish Permissions Fees</i></b>	1998 6 pp \$6	Get the entire organization on the same page when it comes to managing your valuable copyrights.
R-10	<b><i>How to Manage Rights for Scientific and Scholarly Journals</i></b>	2001 9 pp \$7	Explains why effective management of journal rights requires a different mindset than that required for books.
R-11	<b><i>Subsidiary Rights: An Introduction, Key Definitions, and Management Checklist for Tracking Subsidiary Rights</i></b>	2000 10 pp \$10	Introduces the basics of subsidiary rights and the benefits of licensing rights. Defines each subsidiary right of a book.
R-12	<b><i>Assessing the Permissions Needs of a Manuscript: Decreasing Your Exposure to Liability</i></b>	2001 8 pp \$8	Learn how to avoid potential, expensive copyright problems and how to decide what permissions must be requested.
R-13	<b><i>Copyright and Electronic Publishing</i></b>	2002 30 pp \$30	Provides guidelines for dealing with copyright in an electronic publishing environment.
R-14-	<b><i>Copyright and Permissions Questions and Answers</i></b>	2004 16 p \$10	McHugh answers 40 copyright questions presented by students in his <b><i>Rights/Permissions Workshop</i></b> .
R-15	<b><i>McHugh's Cases in Rights and Permissions</i></b>	2003 15 p \$10	Learn copyright by evaluating the 45 case studies McHugh uses in his <b><i>Rights/Permissions Workshop</i></b> .
R-16	<b><i>McHugh's Annotated Cases in Rights and Permissions</i></b>	2003 29 p	Read the "answers" to McHugh's cases. <b><u>Available only to workshop participants.</u></b>
R-17	<b><i>McHugh's Annotated Listing of Books and Web sites on Copyright and Permissions</i></b>	2001 4 pp \$4	Free at <a href="http://www.johnbmchugh.com">www.johnbmchugh.com</a>
R-18	<b><i>Foreign Rights: An Introduction</i></b>	2004 5 pp \$5	Earn extra high-margin subsidiary rights income by learning how to license the foreign rights of books.

R-19	<b><i>Sixteen Suggestions When you Grant Permission</i></b>	2004 5 pp \$5	Avoid the possible pitfalls when you grant permission to your copyrighted content. Learn how to protect your copyrighted material and how to avoid mistakenly giving away too much to permission seekers.
R-20	<b><i>Copyright Basics</i></b>	2004 9 pp \$8	Presents the essentials of copyright for beginners in layman's language. Succinct introduction to this complex, yet, vital publishing subject.

### **About John B. McHugh, Publishing Consultant**

McHugh, a 30-year veteran of the publishing business, is a successful publishing consultant. He is the author of the *McHugh Publishing Management Series*—56 practical publications on all aspects of publications management.

McHugh is an experienced association-publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality, a 120,000-member professional association based in Milwaukee, WI. For a two-year period, McHugh served as the Interim Publisher at the Project Management Institute, a Newtown Square, PA. based, 100,000-member professional association.

In the private sector, McHugh has worked for Houghton Mifflin and Wadsworth. For a four-year period, McHugh owned and operated his own book publishing company.

#### **McHugh Specialties**

• Association Publishing	• Journals/Periodicals
• Book Publishing	• Organization Design/Structure
• Copyrights and Permissions	• RFP (Request for Proposal) Preparation
• Contracts/Publishing Agreements	• Publishing Management Audits
• Executive Recruiting	• Start Ups: Books, Journals, Magazines

In addition to providing management consulting services, McHugh can provide custom developed, in-house training seminars to meet your specific needs. He is fully qualified to serve your organization as an interim publishing executive.

Call John B. McHugh now at 414-351-3056 or e-mail [j.b.mchugh@att.net](mailto:j.b.mchugh@att.net) to ask any questions or discuss your consulting needs. Visit [www.johnbmchugh.com](http://www.johnbmchugh.com) to review a large number of his free publications.

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