

# McHugh Publishing Reprint

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## The Book Publishing CEO Checklist of 50 Responsibilities

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Experienced book publishing executives understand that many tasks contribute to the overall success of the publishing company. In the small to medium sized firm, there usually isn't staff (or financial resources) to provide coverage for all the tasks important in the total enterprise of publishing books.

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### The Checklist Of Publisher Responsibilities Will:

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- Enable you to review what tasks are performed and not performed in your company
- Assist you in planning staff additions, developing new position descriptions, and deciding what tasks should be outsourced
- Guide you in examining the organization's design to plan future organization redesigns to insure coverage of critical tasks.

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### CEO/President

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- Plan and Formulate Strategy
- Ask: "Where are we?" "Where do we want to go?" "How do we get there?"
- Represent the organization to the public and to the board of directors

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### CFO/General Administrative

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- Monitor cash, payables, receivables,
- Assess profitability of company and individual products
- Produce timely financial statements
- Ensure compliance with tax regulations

- Provide for facilities management

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### **R&D Director**

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- Collects and analyzes market and competitive information
- Suggests new products based on market intelligence
- Suggests marketing strategy based on research
- Participates in planning and strategy formulation
- Evaluates and makes recommendations about electronic technology for company

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### **Editorial Director**

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- Conceptualize new products
- Scout and locate potential authors
- Sign publishing agreements with authors and developers
- Maintain relationships with consulting editors
- Develop new content by working with authors and reviewers
- Investigate and initiate co-publishing arrangements
- Deliver final product to production

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### **Production Manager**

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- Ensure manuscript is ready for production
- Establishes, along with editorial, the publication date
- Monitors each step of production
- Controls publication costs and maintains schedules
- Monitors inventory and orders reprints
- Evaluates use of latest electronic technology in production

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**Marketing Director**

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- Develops promotional strategy and annual plan
- Executes all direct mail and advertising
- Produces catalogs and product brochures
- Attends conferences to exhibit company products
- Serves as "Web Master" for Company Website
- Markets and licenses rights

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**Sales Manager**

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- Ensures distribution of product through appropriate channels
- Sells to libraries
- Attends conventions to sell books
- Develops educational sales and "special sales"

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**Publicity Manager**

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- Maintains publicity database
- Sends news releases and review copies to media and reviewers
- Contributes to company Website
- Develops relationships with media and reviewers

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### Human Resources Manager

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- Recruits employees
- Develops orientation and training for employees
- Develops an appraisal and compensation system
- Maintains benefits for employees
- Updates and revises company policy manual
- Ensures compliance with all state and federal regulations

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### Distribution Manager

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- Tracks inventory levels and reports on levels
- Receives and logs new inventory into system
- Fulfills and processes all orders
- Manages customer service function

#### About John B. McHugh

John B. McHugh is a publishing management consultant and industry commentator. He has held management positions at Houghton Mifflin, Richard D. Irwin, and Wadsworth, Inc. At the American Society for Quality, McHugh served as Publisher and Director of Programs.

McHugh's articles have appeared in *Association Publishing*, *Association Trends*, *The Book Marketing Update*, the *COSMEP Newsletter*, *Independent Publishing*, the *PMA Newsletter* and *Small Press*. McHugh also conducts on-site training workshops for publishers.

#### Other McHugh Publications of Interest:

*Managing Publishing Rights: Acquiring, Protecting and Selling*, 158 pp., 1998. \$90.00. Item M-16

*Permissions Management for Requestors and Grantors: Dealing with Copyright and Fair Use*, 62 pp., 1996. \$70.00. Item M-14

*Publishing Management for Nonprofit Organizations: Principles for Associations, Foundations and Societies*, 162 pp., 1997. \$85.00. Item M-15

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*Electronic Rights for Publishers: Protecting Your Interests*, 31 pp., 1996. \$22.00. Item MP-7

*Book Publishing Contracts: An Introduction*, 68 pp., 1996. \$70.00. Item M-13

*Managing Book Acquisitions: An Introduction*, 100 pp., 1995. \$65.00. Item M-12

*College Publishing Market, Third Edition*, 100 pp., 1995. \$65.00. Item M-11