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Jack's over 30 years of experience in publishing has combined his strengths as both a publishing executive and a management consultant to bring his clients the most authoritative advice available.

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The site lists:

- McHugh publications for sale and for free
- Frequently asked questions
- Descriptions of Jack's consulting services
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- And much more. *Visit the Web site today!*

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*Your most authoritative source of
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on publishing management.*

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Expert consulting in the areas of . . .

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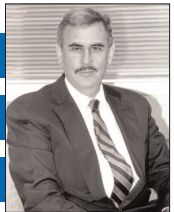
EXECUTIVE RECRUITING

ORGANIZATION DESIGN / STRUCTURE

REQUEST FOR PROPOSAL PREPARATION

PUBLISHING MANAGEMENT AUDITS

STARTUPS: BOOKS, JOURNALS, MAGAZINES



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Bring a fresh, independent perspective to your organization's consulting needs.

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Do you know where your publishing program is headed — and how to improve it? A publishing management audit could help.

Are your rights and permissions responsibilities in order or could your procedures use a good evaluation?

Do you need to prepare a complex, time-consuming Request for Proposal in order to outsource publishing related services?

Could you use help in your job search for a top notch publishing executive?

Are you looking for a seasoned publishing executive to lead your publishing operation on an interim basis?

Is a start-up situation in your future and could you use outside help?

Would your staff benefit from a customized In-House Workshop on a variety of publishing management topics?

Is it time for a close look at all of the functional areas of your publishing program, with an eye to improvement?

For authoritative, current, advice on all aspects of your publishing program — from executive recruiting to start-up publishing — turn to a seasoned professional with an unparalleled reputation for consulting excellence:

John B. McHugh

McHugh Publishing Consulting Services offer you a variety of ways to accomplish your goals and solve your specific problems, including:

PHONE CONSULTATION

Engage in an open-ended dialogue, speaking directly with Jack, as you probe your needs and/or problems and discover solutions and success-proven methods for reaching your goals. Written report optional.

DIAGNOSTIC INTERVIEW

Focus on and solve a complex problem in a structured phone interview that gets to the heart of the issue. Included is a written report with a suggested course of action.

BRAINSTORMING SESSION FACILITATION

Save time and get a fresh, independent perspective on a specific problem or new product development idea. The Brainstorming Session is conducted by Jack, an expert outside facilitator, using proven ground rules for running an efficient, productive session.

EXECUTIVE RETREAT

Put one or two days aside for you and key staff members to address change and plan for the future. The Executive Retreat helps you establish the agenda, facilitate the meeting, ensure a plan of action, and delegate responsibilities after the retreat is over.

STAFF EDUCATION AND WORKSHOPS AT YOUR OFFICE

Bring expert help in-house for a one or two day session covering topics within a variety of areas of your choosing. The workshop is customized to your staff's information and knowledge needs and the on-site aspect makes the session cost effective.

MANAGEMENT AUDITS

Let an outside expert take a critical look at your entire operation, or just a part of it: books, periodicals, rights, acquisitions, electronic publishing, or journal publishing. The audit revolves around proven quality management ideas of measurement, process improvement, cycle time, and customer satisfaction. Use the results of the audit to make adjustments and correct weaknesses, and to move your program up to the next level.

PROJECT MANAGEMENT TO COMPLETE PROGRAM MANAGEMENT

Put an expert "on your staff" without the usual overhead costs — or tackle those projects you don't have the time or internal resources to complete. Using proven McHugh project management methodology, you get complete turnkey service for everything from managing a single project to overseeing a complete program.

About John B. McHugh

John B. "Jack" McHugh is a 30+ year veteran of the publishing industry and a highly respected and successful publishing management consultant. McHugh is also the author of the *McHugh Publishing Management Series—48* publications on various aspects of publishing management. McHugh is an experienced association publishing executive. For seven years, he was the Publisher and Director of Programs at the American Society for Quality a 120,000-member professional association located in Milwaukee, WI. For a 2-year period, McHugh served as Interim Publisher at the Project Management Institute (PMI), a Newtown Square, PA-based, 80,000-member professional association. Jack has worked for Houghton Mifflin and Wadsworth, Inc. and has owned and operated his own independent publishing company.

