

EMERALD SERVICE PORTFOLIO

PUBLISHING

PRODUCTION

- Editorial Development
 - Substantive Editing
 - Copyediting
 - Proofreading
- Indexing
- Cover Copy Development
- Interior Page Design and Composition
- Illustration
 - Technical (line art, charts, and graphs)
 - Artistic
- Cover Design
- Advance Review Copy (Galley) Design
- Compliance
 - ISBN
 - Pricing
 - EAN Barcode
 - Library of Congress Catalog Number
 - Cataloging in Publication Data
 - Copyright
 - Books in Print Registration
- Printing
- Audio Book Production

DISTRIBUTION

DISTRIBUTION

- Availability to
 - Barnes & Noble
 - Borders
 - Waldenbooks
 - B. Dalton
 - Books-A-Million
 - Independent Bookstores
 - Libraries
 - Amazon.com
 - BarnesandNoble.com
 - Borders.com
 - Ingram
 - Baker & Taylor
 - Bookazine
- Warehousing
- Fulfillment
- Inventory Management
- Accounts Payable/Receivable
- Store Placement ("Co-op") Negotiations and Promotions

MARKETING

- Supply Chain Marketing
 - Marketing Reps
 - Stock Signings
 - Direct Mail to Bookstores
 - Library Promotion
 - Emails to Bookstore Buyers
 - Fax Blasts to Bookstores
 - Advance Review Copies
 - Distribution Coordination
 - Publicity Coordination
- Online Marketing
 - Amazon.com Optimization
 - Search Engine Advertising
 - Banner Ads
 - Website Design and Development
 - Book Trailers
 - Podcast Audio Files