



LIFE CYCLE OF A BOOK

ACQUISITIONS



proposal

submit **manuscript**

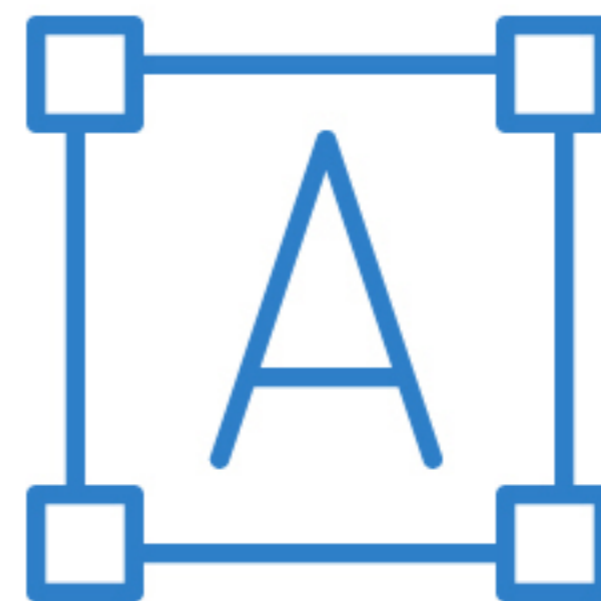
peer **review**

approved by editorial board

launched into editorial department

EDITORIAL, DESIGN, AND PRODUCTION

10–12 months



book is printed and shipped



2–4 months

page proofs ready for proofreading, indexing, and final author review

typesetting and design

copyediting and author review

MARKETING



1 month



release date

book in warehouse
backorders ship
review copies ship

publication date

book announced
book in stores

promotion continues:

reviews
exhibits
awards
ads & direct mail



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(This is an approximate timeline)

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