

A Year in the Life of a SAGE Book

(Sales and Marketing View)

Advanced information for a title is fed to bibliographic agencies worldwide in turn feeding bookshops and libraries worldwide

Manuscript 'transmitted' to production and to marketing. Your marketing manager will be in touch and can advise on things you can do

An entry for each new title on SAGE's website is created

UK and International Sales Teams start calling on bookshops, library suppliers and wholesalers to secure advance orders and special sales

Electronic or print direct marketing campaigns (in addition to catalogue mailing campaigns) are scheduled to drop usually 2 to 3 months prior to publication

Sample chapters added to the web page for new titles to provide readers with a 'taster'

Sample chapters also available to view on Google Preview

Author and bookshops take delivery of SAGE's latest publication. Pre-orders are filled

Inspection copy requests for textbooks gathered through pre-publication sales and marketing activity are processed and sent to lecturers

Textbook sample copy campaign to additional prospects teaching relevant courses are despatched

Follow-up of inspection copy requestors of textbooks begins through sales calls, email and telephone to determine whether lecturers are going to adopt the text for course use

Prior to course start dates textbook-adopting lecturers are contacted to ensure they inform their local bookshop of their adoption so that sufficient quantities are available when students hit the campus bookshop

New leads continue to be contacted by the sales teams and through relevant print and electronic direct marketing campaigns in readiness for the next academic season

Advanced information sheets prepared for Sales Reps and Agents and are sent to specialist accounts

Each title will feature in SAGE's new books catalogue

Handbook and Major Work campaigns to library suppliers and wholesalers start early with direct mail shots sent 6 months prior to publication

Title included in relevant annual subject catalogues

Field Sales Representatives and Telephone Sales Team call on academics preparing relevant courses to promote textbooks

Marketing campaigns for reference titles such as Handbooks also take place 2-3 months prior to publication to academics

If a title has PR potential then SAGE's PR Manager will have formulated a media campaign targetting our database of over 10,000 national and international media contacts

Potential review journals and other media notified of publication

Copies of new titles are now displayed at relevant conferences and workshops SAGE attends globally

Lecturers can now add feedback online for others to read for inspection copies of textbooks they have reviewed, using SAGE's online peer review system

**Publication
-8 months**

-7

-6

-5

-4

-3

-2

-1

**Month of
Publication**

+1

+2

+3

+4

**Publication
+5 Months**