



LIFE CYCLE OF A BOOK

ACQUISITIONS



proposal



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manuscript



peer
review



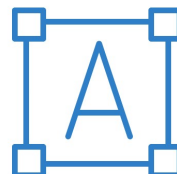
approved by
editorial board



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



release date

book in warehouse
backorders ship
review copies ship

→
1
month



publication date

book announced
book in stores



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