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

A Year in the Life of a SAGE Book (Sales and Marketing View)

- Manuscript 'transmitted' to production and marketing. Your marketing manager will be in touch and can advise on things you can do.
- Each title will feature in SAGE's new books catalogue.
- 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'.
- Follow-up of inspection copy requests for textbooks gathers through pre-publication activity are processed and sent to lecturers.
- If a title has PR potential then SAGE’s PR Manager will have formulated a media campaign targeting our database of over 10,000 national and international media contacts.
- Revenue journal and other media notified of publication.

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

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A single chapter is added to the web page for new titles to provide readers with a 'taster'.

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Publication -1 Month

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Publication +2 Months

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