



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



**book in
warehouse**
backorders ship
review copies ship

publication date
book announced
book in stores

promotion continues:
**reviews
exhibits
awards
ads & direct mail**



UNIVERSITY PRESS OF FLORIDA