



Effective Publications Management: Keeping Print Communications on Time, on Budget, on Message

Cathy Connor Lips

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Master the details of creating, contracting, and overseeing print materials, and make your communication projects—annual reports, brochures, newsletters, and other publications—run smoothly.

Each chapter is dedicated to a different phase of the process. Topics include determining your communication needs, educating clients, creating proposals, planning schedules and budgets, hiring a creative team, selecting printers, and much more. Award-winning creative directors, art directors, designers, editors, and consultants share their publications-management strategies and exemplary work. Sample project schedules, budgets, and vendor contracts are provided.

- One phase of the publication process per chapter
- Ideal for professionals in corporate and nonprofit communications and marketing, for graphic designers, and for design and business students
- Great reference for anyone creating or overseeing any type of print publication, novices as well as seasoned professionals who can benefit from industry experts knowledge
- 58 color images plus 18 sample schedules, budgets, contracts, and more!

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