

OD&A Book Development Process

Target

- Needs Assessment
- Market review
- Customer profiling

Design

- Market research
- Prototype or sample
- Plan

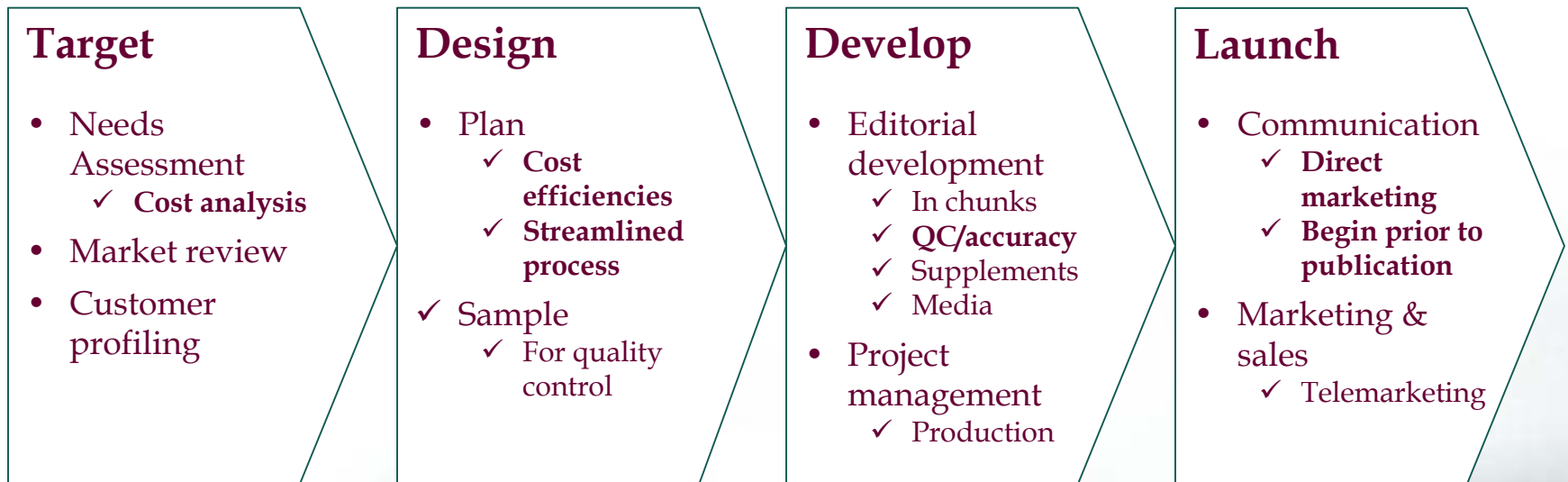
Develop

- SMEs/ Authors
- Editorial development
- Project management

Launch

- Communication
- Class testing
- Marketing & sales

Streamlined Process: 'Maintenance' Books



Robust Process: Upside Books

Target

- Needs Assessment
 - ✓ Market share analysis
 - ✓ Cost analysis
- Market review
 - ✓ Qualitative research
 - ✓ Competitive analysis
 - ✓ Customer profiling & database

Design

- Market survey
 - ✓ Validate qualitative
 - ✓ Refine features
 - ✓ Build customer database
- Prototype
 - ✓ IF product is redesigned
 - ✓ Sample used for quality control
- Plan
 - ✓ Product
 - ✓ Market development

Develop

- Acquire SMEs
- Editorial development
 - ✓ In chunks
 - ✓ QC/accuracy
 - ✓ Supplements
 - ✓ Media
- Project management
 - ✓ Production

Launch

- Communication
 - ✓ Throughout development
 - ✓ Build community
 - ✓ Two way dialog
 - ✓ Refine message & positioning
- Class testing
- Marketing & sales support