

How Amnet's meticulous project management helped a trade publisher accelerate time-to-market

Challenge

A Big Five publisher faced marketing and sales pressure to rush a prestigious and time-sensitive trade book to the market. The originally planned schedule was tight, and it had to be accelerated even further due to several missed manuscript delivery dates from the high-profile author.

Solution

As a trusted partner, the client had given Amnet a heads-up as to the original start date. We had proactively lined up a copy editor and a proofreader from our network, in addition to alerting our internal design and comp group to be prepared for very tight turnarounds. With each change to the start date, the entire planning process had to be restructured, including finding a new copy editor and proofreader when those originally scheduled had to drop off due to their other planned work. Each step required meticulous coordination so no time would be lost in the very tight (and getting tighter!) schedule. Amnet offered solutions for the client to consider, such as simultaneous proofreading, cold reading, and indexing at first pass pages, to help preserve the pub date.

Conclusion

The client was so impressed with Amnet's flexible approach to project management, paired with the high quality of our work, that they spread the word to their colleagues. Whereas Amnet had been working with one imprint and one main contact person in the

organization previously, we now work with five other imprints and several contacts within their organization. Amnet is now a proven provider for this client when circumstances beyond their control require a crash schedule. And even when projects have a reasonable schedule, this client relies on Amnet when their production load stretches the capacity of their in-house staff.

Client Appreciation

"We're definitely all bowing down to the Amnet team for their miraculous work!"

About Amnet

With 25 years of experience, Amnet offers end-to-end traditional and digital publishing solutions including peer-review management, editorial, project management, production, accessibility, and technology for trade publishers, university presses and other publishers in all sectors and around the globe.

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