

**MARY ELLEN LEPIONKA WORKSHOPS FOR EDITORS:  
Professional Development Seminars and Workshops  
for People in Higher Education Publishing**

**TEXTBOOK DEVELOPMENT FOR EDITORIAL TEAMS**

<p><b>1. Basic Problem Prevention</b>          Good Signing          Realistic Budget          Realistic Schedule          Responsible Reviewing          Positive Author-Editor Relations          Marketing Help          Production Help</p>	<p><b>5. Coming in on Budget</b>          Quick Fixes for Market Fit          Good Development Plans          Minimum Development          Seat-Pants Pedagogy          Outsourcing Guidelines          Winning Executive Support          Getting More Money</p>
<p><b>2. Author Management</b>          Academic Mindsets          Managing Author Expectations          Explaining the Economics of Publishing          Coaching Authors on Authoring Tasks          Assessing Authors' Writing          Ideology and Other Sins          Getting Author Teams to Hum</p>	<p><b>6. Coming in on Time</b>          Keeping Authors on Track While          Preventing Crash          Using Developmental Reviews          Troubleshooting Length and Schedule          Troubleshooting Permissions          Troubleshooting Photos and Art          Winning Production Support          Getting More Time</p>
<p><b>3. When the News Is Not Good</b>          When the Numbers Fall Short          How Authors Fall Short          The Problem Manuscript          What to Do about Bad Reviews          The Truth about Competitors          Good Market Surveys          Spins for Better Press</p>	<p><b>7. Supplement Package Development</b>          Print Supplement Development          IMs, TBs, and SGs          Quality Control Issues          Nonprint Supplement Development          Websites and Online Courses          Winning Media Support          Avoiding Vendors from Hell</p>
<p><b>4. Textbook Development</b>          The Story          Heading Structure          Chapter Apparatus          Pedagogy Plan          The Design          Supplements Plan          Winning Marketing Support</p>	<p><b>8. Putting It Together</b>          Ways Out of the Supplements Maze          Supplement Coordination and Course          Correlations          Planning for Hybrid and New Product          Models          Winning Sales Support          Advance Promotions          It's Not Over Yet: Troubleshooting          Revisions</p>

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