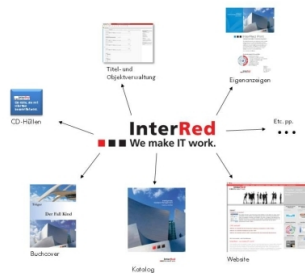


Cross-media book marketing



A main task of a media-neutral publisher information system, or book management system, is the cross-media book marketing. The individual content, as master data, book cover, marketing materials, publisher catalogues and previews, is created and processed, rights- and workflow-controlled, in separate departments. After the finalization, the content is not only available to the creators, but, due to the efficient content management of InterRed Print, centrally to all involved parties of the publisher. Thereby, processes are optimized and quality is improved.

The production of printed book materials does no longer comprise only the workflows of the actual book production: the spectrum ranges from internal information sheets of books, over the creation of covers for books and audios, to the generation of publisher catalogues. For all these cases, the reuse of the collected data is virtually a necessity that is optimally realized with InterRed. Due to the content management system being simultaneously able to publish the data in the internet, the step from a complete index to an up-to-date internet presence with an own online shop is not far.