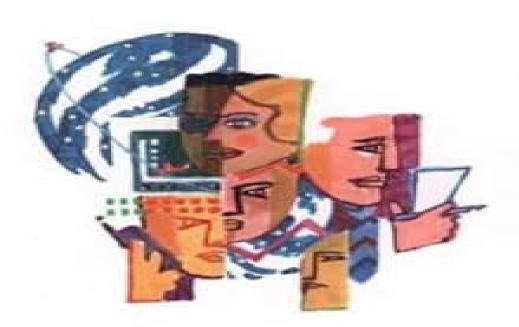
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technology and media companies it then delves into when and how these principles can be applied to the publishing workflow Topics covered include Waterfall and Agile Project Management Scrum methodology Kanban framework ebook and audio formats metadata quality assurance crowdfunding in app monetization ONIX and accessibility Readers will consider not just how to contend with online platforms that allow authors to publish with the click of a button and audiences accustomed to accessing content across multiple platforms and formats but also challenges arising from factors such as the data driven acquisitions model in libraries the downward spiral of sales in college bookstores the call for accessibility and the need for fluid content systems that can work with different publishing databases and software Written for publishing professionals at all levels this book will also help advanced students of Publishing and Book Studies navigate best practices for project management in the modern publishing landscape

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