

Challenges of Tertiary Publishing and Global Market

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Highlights:

- ❑ Introduction
- ❑ Overview of Publishing Process vis-à-vis challenges in each process
- ❑ Mistrust
- ❑ Technical know-how and other challenges
- ❑ Suggested Solutions

Every business has its own challenges and publishing industry is not an exception. The process of book publishing can be likened to the delivery of the new baby.

Book publishing involves a painstaking process whereby the Publishers act as a midwife who provides necessary assistance to ensure the baby (book) is given birth to successfully.

However, the joy of a publisher lies in the birth of the book in their role as a broker between the idea initiator (author) and the readers (end users), knowing fully well their work is not complete until the book gets to the end user in desired form.

It is generally believed that the primary aim of starting a business is usually for profit-making, hence all stakeholders on the book chain demands value for his involvement in the process.

Book Publishing Process and associated challenges

From Manuscript Preparation to Processing: Many authors are not the originator of the content they claimed should be credited to them. Some manuscripts are not rich in content and are culled directly from a blog claiming it's their original work.

In most companies even when the manuscript is being sent to editorial department there are challenges of having professional editors and graphics guru to do thorough editing and designing of suitable illustrations, if they are available the cost of keeping them may be high.

A major challenge of book publishing in general not just peculiar to Tertiary Publishing is **“Mistrust”**, so you wonder how this becomes a major issue.

The Authors are usually not encouraged to keep doing their creative and educative work, as they get discouraged seeing their work all over the market yet being paid meagre royalty which doesn't commensurate with quantities seen in the market, this makes Publishers an infidel as perceived by the authors due to the Pirates activities.

Piracy & Copyright Infringement

Authors at times are either discouraged by bitter experience from the past or from experience shared by some of their colleagues.

How do we relate photocopying of books at different tertiary institutions without the consent of copyright owner?

In the other way round, the Publishers also do not have a complete trust in the distributors as they believe the distributors aid and abet pirates in selling fake books, which is at the expense of the publishers, who have invested huge financial resources into the business.

This mistrust has discouraged many authors from writing and even for those who write, their manuscript scarcely gets accepted as publishers are skeptical: what if these works get hijacked by the book pirates?

Another challenge is **Technical know-how** to process the manuscript in a cost effective and timely fashion.

- Inability to use sophisticated hardware and up-to-date Software/Apps to get work done in an effective and efficient manner

Other Challenges

- ❑ Low financial capacity of the printers to procure machines for high quality printing
- ❑ Limited Authors on some book user categories such as materials for the visually impaired, physical challenged and many others
- ❑ Cost of warehousing & Distribution
- ❑ Poor Infrastructure, such as good road network, stable electricity, internet etc
- ❑ Low-level Demand from users
- ❑ Lack of Data is another big challenge: This is in fact affecting the Publishing industry as it may be difficult to present data that will indicate the contribution of Publishing Industry to the nation's GDP.

Suggested Solutions

- Publishers should embrace 21st Century Publishing techniques such as POD (Print On Demand), producing the books in different readable formats
- Publishers should work on Data gathering, analysis and interpretation to show the Government evidence of Publishing industry contribution to the nation GDP and the education sector
- Government should implement functional book policies and Copyright laws to support Publishers activities

Suggested Solutions (contd)

- Government should provide Grants to support for publishing tertiary books
- Capacity building programs to hone technical skills required in publishing
- Publishers should explore secondary licencing through sales of ebooks and CMO (Collective Management Organizations) to increase revenue generation, this will encourage Authors to write more.
- Publishers should broaden their horizon by producing books that consider all user categories such as the physically challenged and visually impaired.

Thank you