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BOOK ADDIVISER:
On-Demand Book Publishing

BOOK ADDIVISER:
Publication of Books on Demand

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Summary
This work aims to present a case study of marketing planning for the implementation of a product/service related to book advisor (advice for publishing books). With an innovative approach related to publishing books whose theme is diverse technical knowledge. In the desire to meet a repressed demand from the publishing sector, which is the publication of books for graduates of postgraduate, master's and doctoral courses. This planning was aimed at due to the Brazilian editorial boom, which appears promising, and which, as a rule, repels technical editions as they are not commercially attractive. In this article the marketing strategies related to Disruption of a new entrant to meet a repressed demand that is currently underserved.
Key words: Marketing. Editorial. Planning.Sales

Abstract
This work aims to present a case study of a marketing plan for the implementation of a product / service related to book advisor (advisory to publish books). With an innovative approach related to the publication of books whose theme is diverse technical knowledge. In an effort to meet a repressed demand from the publishing sector, which is the publication of books for graduates of postgraduate, master's and doctoral courses. The aforementioned planning was objectified due to the Brazilian editorial warming which is promising, and which as a rule repels technical editions because they are not commercially attractive. In this article, the marketing strategies related to the Disruption of a new entrant to meet a repressed and currently unmet demand.

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1. Introduction

Writing is one of the activities intrinsic to human beings. From the rock inscriptions contained in the caves, through the Sumerian and ancient Egyptian hieroglyphs, and even in the Christian mythology contained and portrayed in the book Exodus in which the deity himself writes the commandments for the Hebrew people on two tablets. Further on, the Greeks mastered writing and then the Romans and their vast empire, who also used writing to conquer and spread their culture. Therefore, in the 15th century, with the Gutenberg press and typography, a gigantic leap forward was achieved in the dissemination of writing. More recently

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With the advent of information and communication technologies, book publishing now has not only a printed version, but also a digital version, which allows more people and organizations to have access to the authors' ideas and culture. As Reis (2019) advises us:

> [...] The invention of writing caused profound intellectual and social changes, transforming an oral society into a written society, considered by some anthropologists as the abandonment of the wild mind. The book and printed text constituted an important force in cultural evolution and the habit of reading began to represent a powerful force for social change. (REIS, 2019, p.7).

In fact, publishing a book may seem like a simple and available activity, but in fact it is not. Numerous education professionals find it difficult to make their academic work public. The obstacles to the production, creation, publication and distribution of books, in addition to being expensive and a long and sometimes arid journey, which makes many authors give up.

Publishers and dissemination channels (websites, electronic magazines) seek through science dissemination efforts and programs. Even digital platforms where guideline procedures can be published for free and the time for publication is no less than 180 days and there is still a time gap between scientific analyzes and the gap in the time interval for preparation, production and dissemination of knowledge.

The dissemination of science and knowledge is sometimes relegated to a very limited number of people because most teachers give up on the almost Homeric journey of publishing their books and scientific research. Many professors finish their specializations at postgraduate level (Lato and Estrictu Senso) and are unable to make their research, analysis and considerations public.

How to create a book publishing channel for teachers and academics at affordable prices and within a time frame of less than 180 days? How to structure a marketing plan for a business of this size? These questions will be answered throughout this work, which focuses on presenting a marketing plan for the repressed demand in question.

This work presents a qualitative approach and the Case Study research methodology was used for analysis, associated with observation techniques and theoretical bibliographic review. As Minayo argues:

> Qualitative research answers very particular questions. It is concerned, in the social sciences, with a level of reality that cannot be quantified. In other words, it works with the universe of meanings, motives, aspirations, beliefs, values and attitudes, which corresponds to a deeper space of relationships, processes and phenomena that cannot be reduced to the operationalization of variables (MINAYO, 2001 , p. 22).

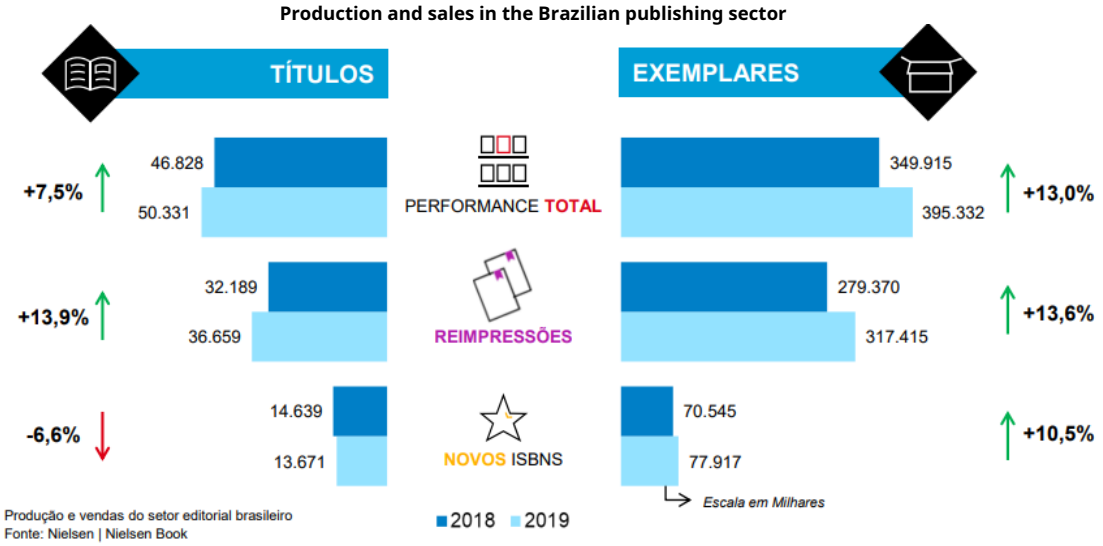
2 Theoretical foundation

For humanity, writing is an integral part of its ability to record the knowledge acquired over time and also pass on all this knowledge to future generations.

The fact is that for teachers and people linked to the academic sector, who after long periods of investment and studies find it extremely difficult to make their studies public. Analysis, experiments and conclusions. The universe of publishing texts, articles and class notes is extremely hermetic and obtuse for most teachers. Another factor that makes publication unfeasible is the high prices charged and the way editions are printed; which, as a rule, are supported by contracts with leonine clauses that scare away the authors.

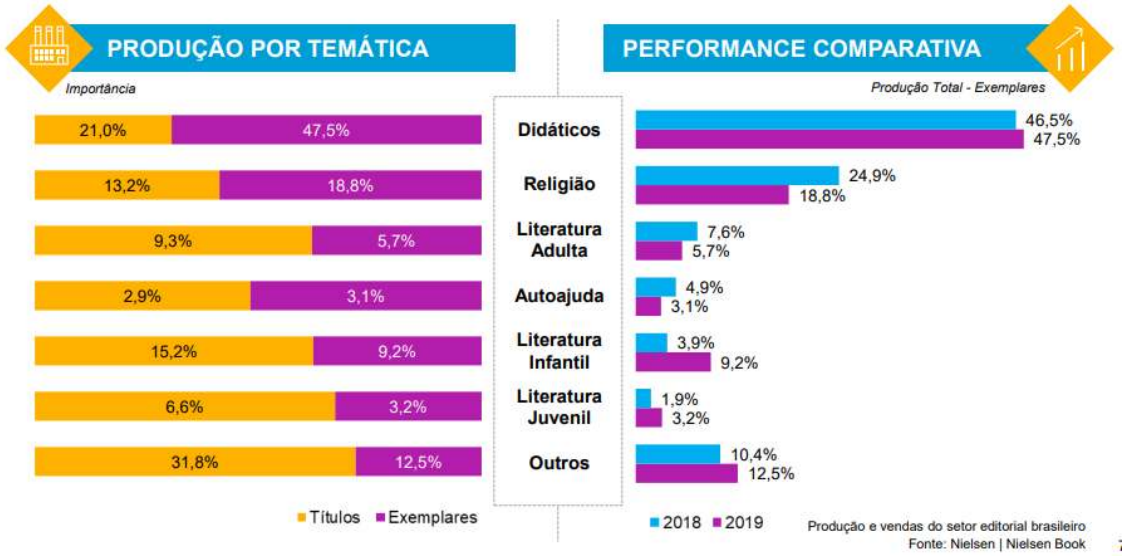
On the other hand, the Brazilian publishing market appears to be booming even with the return of taxes on the sector that were absent until 2019. The global publishing market is going through a true revolution. According to a survey by Nielsen books and the Brazilian Book Chamber on the publishing market in 2019, the following information was made clear:

- In 2019, the book sector produced 395 million
- 80% reprints and 20% new titles Increase of 7.5%
- in 2019 in the publishing market



Source: Nielsen | Nielsen Book

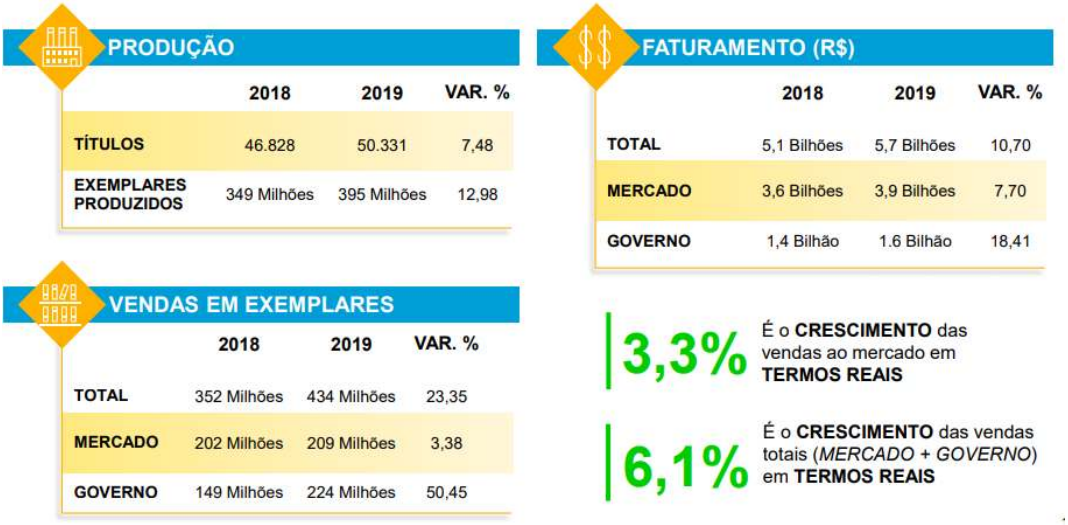
Sector Production-Themes



Source: Nielsen | Nielsen Book

On the one hand, there are new technologies (still dispersed) that allow authors to advance in the construction of their books (online editors and reviewers, professionals who develop cover art and layout) and there are even publishers that publish " in a free way." Publication is free, but printing has a high price. On the other hand, there is the traditional printed book market, which is not very different from the "digital" one. It offers the same options for authors, but in the end the final publication will not cost less than 6 minimum wages. Given this scenario, the proposal of a marketing plan to offer a digital and printed publishing service on demand for authors, but with other marketing strategies.

Sector Summary



Source: Nielsen | Nielsen Book

Product/Service to be launched

The product/service is Book Advisor and is structured around the following topics:

- Selection and evaluation of texts (articles, theses, class notes, written expository classes);
- Plagiarism check (use of 2 software);
- Spelling check;
- Layout and output for printing and digital format;
- Cover art;
- Publication in digital media on two online platforms (Amazon and authors' club) and;
- Printing on demand without quantity restrictions for the author.

2.2 Positioning

The strategic positioning of the brand will have as its main strategy differentiation in the market and perception of value by customers.

The strategic points of the service product in terms of its positioning will be:

- Focus on the quality of delivery of products and services;
- Partnerships with printers that operate with quality and low prices;
- Fixed internal labor costs and;
- Direct communication with customers so that they can disseminate the work and the brand.
- Logistics monitoring via application of the entire production process until delivery

2.3 Target audience

The project's target audience will be focused on teachers, academics and/or graduates of postgraduate, master's and doctorate courses who have not yet published their texts.

2.4. Distribution channel

-The distribution channel will be entirely via the internet and app.



2.5 Media

The media that will be used:

- Folders
- Lectures at universities
- Social media (Facebook, Instagram, Linkedin, Whatsup)
- Youtube channel

Final considerations

The publishing market in Brazil is booming. The publication of printed and digital books grows exponentially, attracting new writers and with greater intensity those who need to publish scientific texts such as monographs, dissertations and theses.

In effect, there is a pent-up demand regarding scientific publication that needs to be met. With a market eager for productions, as a rule, traditional publishers reject scientific publications, since this category of texts is not attractive from a commercial point of view, in other words, the general public does not consume this type of text on a large scale since it is often complex, hermetic and more widespread in academic centers and universities. In this sense, upon realizing this market niche, a marketing plan was designed that would meet the needs of this audience. With a set of personalized services at a more affordable cost so that it is possible to serve graduates of postgraduate, master's and doctorate courses who need to publish texts in traditional print and digital format. In effect, this marketing planning that is anchored in the concept of Book Advisor

complete and personalized to launch books). In accordance with this concept, which aims to support authors and their texts that have the potential to be published and read and accepted by their reading public. This service aims to provide a professional strategy with organization and planning to reach the authors' texts to their readership, in a personalized way and at more affordable prices.

Using online communication channels through social networks and also with partnerships with universities, university centers to enable direct contact with the public (authors), and nevertheless, a dynamic in the production and distribution chain that operates in the model inspired by Herb Kelleher , founder of Southwest. In this product and service delivery model, production costs need to be as low as possible with customized added value delivery. Therefore, in the proposal for a personalized publication in which printed material will be on demand, it is possible to determine how much each author can invest within a previously defined budget, without compromising the quality of the final product. Another differentiating factor is publishing on digital channels that are not subject to competition with traditional publishers that do not operate in this modality. In addition to all this, there is also technical editorial support that ranges from the reception of texts, through cover art and layout, and this support guarantees quality throughout the entire process until the delivery of the final product to the client. Another differentiating factor is the delivery of printed books to the author's client (via post) without the author needing to stock books.

Therefore, it can be concluded that the intended product/service meets the needs of the target audience who are authors in a customized way; with added value, quality and affordable prices, using current internet channels, which are social networks. This product/service has strategic planning aimed at meeting the specificities of a market that presents itself with exponential growth and that can bring value to all stakeholders involved in the process.

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