

LIT Verlag Publishing Procedure

The publication process may be divided in an editorial, production and marketing stage.

Editorial

The publishing process starts with an editorial assessment of the manuscript by our experienced in-house editors and an evaluation of our external academic series editors followed by our review and peer review procedures. Additional information on our peer review procedures may be found here [Peer Review](#)

Depending on the manuscript editorial pre-press procedures like copy-editing and language editing may follow before the manuscript enters the production stage.

Production

Our production team guides and assists Authors / Editors during the production and printing process of the manuscript. The lay-out and book cover are designed during this process and will be submitted to the author / editors for approval before the actual printing. Depending on the complexity of the manuscript printed proofs will be sent to the authors / editors.

In addition an e-book version will be produced.

Promotion / Marketing

Books are promoted and marketed comprehensively in our catalogues, book reviews, conferences:

LIT Verlag presents authors and their books with book-launches and book displays on mayor international academic conferences.

Review copies are widely sent out and books are greatly reviewed in well established international journals.

The titles are actively promoted and distributed in North America through our cooperation partner Independent Publishers Group / Chicago.

In the United Kingdom, we work with the sales team of Global Book Marketing and Central Books as distributors.

Our website and a large number of specialist catalogues in printed and electronic form ensure comprehensive target-group-specific advertising and marketing in addition to our presence on the Internet.

Through the Google Books program, we offer detailed and comprehensive information about our new publications worldwide.

In addition, we publish selected titles as co-editions with internationally renowned publishers in Europe, North America, Asia and Africa.