

MOSELEY Associates, Inc.

Management Consultants to the Publishing Industry

6 Bart Bull Road, Middletown, NY 10941

Telephone: (845) 673-5955

Since 1971 Moseley Associates, Inc. has provided a wide range of management consulting services to the publishing industry and to non-publishers with publishing problems.

Management Consulting Services:

STRATEGIC ISSUES

- Planning and development
- Operational review
- Succession planning
- Strategic alliances
- Re-engineering the publishing process

TECHNOLOGY

- Non-print publishing -- on-line and CD-ROM
- Technology assessment
- Rights and licensing for new media

MARKETING

- Marketing research
- Distribution studies
- Repositioning

DEVELOPMENT, EDITORIAL, PRODUCTION

- Acquisition and divestiture of lists
- Organization
- Outsourcing and vendor management

BACK OFFICE

- Fulfillment and customer service
- Physical distribution
- Systems planning, evaluation, and selection

Transaction Services:

- Appraisal and valuation
- Merger and acquisition search
- Purchase investigation
- Divestiture
- Intellectual property assessment

Our Associates:

What distinguishes us from other firms is the hands-on experience of our Associates as publishers. We draw on individuals with skills in most disciplines of publishing as well as a wide range of functional specialties.

Peter W. Adams (President)
Edwin F. Beschler
Edward M. Crane, Jr.
Donald F. Farnsworth
Peter C. Grenquist
Carl L. Heimowitz
Gerald G. Hotchkiss
Fred Kobrak

Lucien S. Marchand
Cameron S. Moseley (Chair Emeritus)
David P. Palmer
Bert Paolucci
Lloyd L. Rich
George Rosato
Kenneth Zeigler

Among Our Clients:

Advanced Instructional Materials (AIM)
American Academy of Neurology
American Association for the Advancement of Science
American Mathematical Society
American Nurses Association
Chapters Publishing Ltd
Crossing Press
The Countryman Press, Inc.
Davis Publications
Fordham University Press
Guidance Associates/Center for the Humanities
Harcourt General
Hemisphere Publishing Corporation
Intercultural Press
Internal Revenue Service
InterVarsity Press
Kinko's
The Main Street Press
Mobil Corporation
Sage Publications, Inc.
Smithsonian Business Ventures
Taylor & Francis Ltd.
John Wiley & Sons
Workman Publishing Co.

Contact Us:

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