



Behind the Pages: Where Ideas Meet Impact

Delivering transformative, strategic publishing for the future of work.

Strategic Commissioning

Kogan Page and SHRM collaborate on a market-driven publishing strategy informed by audience needs and industry insights. Every book idea is grounded in rigorous research, emerging trends, and the real-world challenges faced by HR professionals and business leaders today.

Our commissioning approach is focused and deliberate — we seek practical, thought-provoking content that serves SHRM's members and resonates with the broader HR and business community.

Proposal Development & Author Selection

When a strong concept emerges — either through pitch submission or strategic development — the Kogan Page acquisitions team works closely with potential authors to refine their proposals. We evaluate alignment with the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), Kogan Page's editorial and business goals, and the needs of our target readership.

Whether you're an emerging voice or an established expert, we're committed to partnering with authors who bring credibility, clarity, and passion to their topics.

Editorial Excellence

Accepted proposals move into a fully supported manuscript development process at Kogan Page. Authors benefit from dedicated development editors who provide guidance and support throughout the writing journey.

The development editors help ensure that content is practical, forward-thinking, and grounded in real-world insights. This stage is collaborative and empowering — the focus is on your ideas, elevated by expert feedback.

Once the manuscript is finalized, the book enters production.

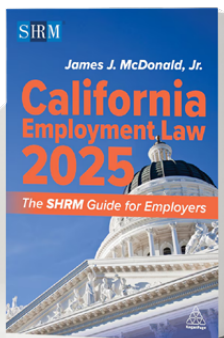
Global Distribution and Marketing

With the combined reach of SHRM and Kogan Page, your book will be distributed through leading wholesalers, retailers, and academic channels worldwide and offered for licensing and foreign rights deals, ensuring it reaches the right hands across industries and continents.

Visibility doesn't stop at distribution. Our collaborative marketing strategy is designed to maximize visibility and impact. Key marketing initiatives may include:

- **Author Collaboration** — You're more than just a byline. We actively involve authors in developing marketing tactics that enhance visibility and credibility.
- **Audience Insights** — We establish detailed personas, positioning, and pricing strategies tailored to your target readers for optimal reach and engagement.
- **Content Creation and Promotion** — Our team produces compelling marketing collateral and digital content to spotlight your message across articles, newsletters, podcasts, and social media.
- **Digital Campaigns** — We drive sustained traffic and conversions for both physical and digital formats through advertising, SEO-optimized outreach, and retargeting.
- **Publicity Management** — We work with media outlets to secure interviews, book reviews, and feature coverage.
- **Event Presence** — Authors are spotlighted at key industry events, webinars, conferences, and award platforms to expand reach and engagement.

The Advantages of Co-Publishing



- A mission-driven model focused on high-impact content.
- A world-class publishing team to shape, support, and share your ideas.
- Global distribution in more than 90 countries and across digital and physical platforms.
- Access to nearly 340,000 members across 180 countries in SHRM's network and thought leadership ecosystem.
- A long-term partnership committed to advancing the HR profession — and your voice within it.



Ready to explore our
titles or get involved?

Learn more at shrm.org/books