



Publishing  
Consultancy  
Group

**The Publishing Consultancy Group** is a team of world-class Business Strategists, Sales and Marketing Professionals and Publishing Experts who provide expert consultancy services tailored to the needs of Publishers and Content Providers within the non-fiction genre.

### **Our Mission**

PCG's mission is to work with your business to deliver sustainable revenue and market share growth Globally across Print, Digital and Blended learning formats through customised Consultancy Solutions.

### **Our Clients**

Our Service Solutions are individually-tailored and provide specialism for the following customer groups within the Academic education, trade, B2B and non-fiction genres.

- **Publishers and Content Providers**
- **Aggregators** including Global Marketplaces, Retailers, Libraries, Wholesale & EdTech Startups
- **Authors**

### **Our Services**

Our combined expertise can deliver the following individually-tailored customised Consultancy Service Solutions:

- **Strategic Management** – formulating and implementing strategies to help your business win in the Academic education, trade and B2B publishing sectors
- **Content Services** – management, research and content development services including commissioning and strategic planning for print, digital and blended courseware solutions
- **Marketing** – creatively taking your content and brands to market for maximum impact which exceed customer needs
- **IP Licensing & Author Services** – realising Globally the full potential of your IP and licensing opportunities and enhancing strategic services for your Authors

[www.publishingconsultancygroup.com](http://www.publishingconsultancygroup.com)  
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For an informal chat and to find out how we can help you, please leave your details at [www.publishingconsultancygroup.com](http://www.publishingconsultancygroup.com) or call Simon on **07909 974 729** quoting CBL