
Focus on U.K. Serials Group member ...

MCB University Press

Graham Hughes, General Manager, MCB University Press

One of the first questions most people ask when enquiring about MCB's background is - what do the initials MCB stand for? Well the company was founded back in 1967 by a group of academics as a management consultancy and quite simply MCB is Management Consultants Bradford, which of course is still our base.

Management Decision was MCB's first journal and is still going strong - along with the 50 plus other titles now in the portfolio.

Who are our customers? We divide our business into four distinct groups which we call Market Missions. Each Mission can then be further broken down in terms of specific target groups - providing for the needs of individuals who are subscribing for themselves as learners or on behalf of their colleagues within an organisation as brokers.

The four Missions are:

- * Management Development and Human Resource Professions
- * Marketing Professionals
- * Librarians
- * General and Senior Managers

Management Development and Human Resource Professions can work for a large multi-national company; be consultants to a smaller company; academics at a university or college, or hold one of many other positions. Their common need, however, is for material that will help them to help others to improve their performance. Our serial titles include *Journal of European Industrial Training*, *Journal of Management Development*, *Training Digest*, and *Education and Training*.

The Marketing Professional Mission provides a wide range of materials covering the broad marketing spectrum, including the *European Journal of Marketing* and *Marketing Intelligence and Planning*. A number of journals are dedicated to marketing issues in specialist areas such as retailing, banking, transport and food.

Senior Executives have to take an extremely wide-ranging view of their organisation's activities and our journals in the General and Senior Managers Mission are designed to provide expert assistance in developing their staff and their company's potential to maximise their returns to investors. *Management Decision*, MCB's first publication, is a journal covering in-depth the key issues affecting managerial control. Specialist journals in this sector include *Health Care Management*, *Journal of Educational Management*, and the *International Journal of Operations and Production Management*.

The Librarians Mission is for obvious reasons a vital one. They are often the providers of information, via journals, to users in organisations, universities and so on. We view the company or academic librarian not simply as the person who may place the order but very much as individuals who also often need to increase their own managerial skills. In addition to our established 'library specific' journals such as *Library Management* and *Management Bibliographies and Reviews*, recent acquisitions include a number of titles well known in library and information circles, *New Library World*, *Information and Library Manager* and *Library Review*.

The majority of our new subscriptions come as a result of extensive direct mail campaigns. In 1987 over 2 million journal leaflets were sent out across the world. As well as lists "rented" from the major brokers, we also have our own extensive database which of course includes our existing subscribers. In

addition to sales leaflets, a number of newsletters are produced to keep subscribers informed of latest developments, acquisitions, etc. The most recent of these is entitled "Library Link", produced exclusively for librarians and information professionals.

As well as the launch of new journals "in-house", the acquisition of new titles from other publishers is a significant part of MCB-UP strategy. An Associate Director has specific responsibility for this function and in 1987 we acquired eight journals.

All MCB production is carried out in-house with the exception of journal printing. Typesetting facilities are based on a Compugraphic Modular Composition System including Powerview page make-up, which cuts down the time spent on the paste-up operations. Although actual journal printing is sub-contracted, very close quality controls are maintained. With something in the order of 260 individual journal issues, tight control is obviously essential and this is achieved by working closely with our select group of print suppliers.

Although MCB has obviously grown substantially over the years, stability has been provided by the fact that the founders of the company are still in control and active in day to day management affairs. It is also a particular pleasure to note that many of MCB's employees are long standing, providing the depth of experience to maintain our reputation for quality customer service.

Our Customer Services Department handles all subscription enquiries and orders. All subscription information is now maintained on a DEC MicroVax ii Computer installed 18 months ago after a number of years using an external computer bureau. A sign of the speed of growth is that although our computers are less than two years old, we have just had to triple the capacity! Despite the sophisticated equipment we never forget that people are at the

heart of the business and a call to our offices in Toller Lane, Bradford will be met with a friendly voice, from one of our Customer Services Executives.

MCB's major geographic markets are the UK, USA, Far East, Australia and New Zealand although subscribers are spread throughout the world. As well as the Bradford base, we have our own regional offices in Singapore and Australia, where significant publishing developments will be taking place over the next couple of years.

As well as journal publishing MCB is the official publisher to the International Management Centre from Buckingham (IMCB), one of the UK's leading business schools. Courseware materials are produced in Bradford for participants on IMCB management development programmes throughout the world. IMCB is in fact about to launch an MBA programme designed to meet the needs of librarians and information specialists. Our association with IMCB ensures that all our staff are able to benefit from training and development programmes provided by specialist tutors from many disciplines.

Utilizing our vast database of published material, we have produced a range of Learning Resources in specialist areas covering Team Management, Communications, Logistics Management, Selling and Marketing Bank Services and Industrial Marketing and Selling.

The Bradford base consists of main offices in Toller Lane centred on an extended 19th Century building and distribution facilities close by from where all journals and promotional mailings are despatched. We now employ over 60 full and part-time staff.

Visitors are always most welcome and we are indeed hoping to see many attendees at the U.K. Serials Group Annual Conference coming over to Bradford as part of their itinerary. We look forward to showing you round.