Reedsy releases "The Lean Publisher" white paper

LONDON, UK – May 24, 2017. Today, publishing startup Reedsy released "The Lean Publisher: A Changing Freelancer Economy," a white paper that features top publishing executives (from Pan Macmillan, Faber & Faber, Bonnier, and more) and examines how the growing freelance economy is impacting the internal structures and processes of publishing houses.

As the freelance economy trends upwards, so does the number of publishing houses who find themselves increasingly reliant on external resources. "With unsteady print growth, declining e-books sales, and diminishing revenues, many publishers are looking to their marketing and sales teams to improve their market shares. Less frequently, they look to the production aspects of publishing—an area where vast improvements can be made by adopting a flexible, lean publishing model that effectively incorporates freelancers," said Emmanuel Nataf, CEO of Reedsy.

The white paper reviews the publisher–freelancer relationship from the following angles:

- ● Creative Integrity: maintaining a strong brand when working with numerous freelancers
- ● Project Management: minimizing the time consumption of hiring freelancers at scale
- ● Legal Issues: potential implications of working with freelancers

The white paper suggests online marketplaces as a reliable resource for increasing the efficiency of the three publisher-freelancer relationship angles, and as a means of ensuring that money saved by hiring freelancers is not converted into time spent sourcing them: adopting online talent platforms to hire professionals can increase a company's output by up to 9% and can reduce costs related to talent and human resources by as much as 7%.

Maintaining that a lean publisher is a forward-thinking publisher, the white paper poses predictions regarding the future development of the publisher-freelancer relationship, including: the evolution of a standard work contract between a publisher and freelancer, the development of more standardized "freelancer training," and the establishment of in-house teams specifically designed to manage freelancers.

To read "The Lean Publisher: A Changing Freelancer Economy", visit https://reedsy.com/publishers/the-lean-publisher and download the white paper for free.

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