

Digital on-demand production...**Copresco Helps Solve Professor's Textbook Dilemma**

Necessity, according to an old English proverb, is the mother of invention.

This pithy saying took on special meaning for Nancy T. Payne, a community college professor teaching a course in business budgeting.

Slight Problem

There was just one hitch. Nancy couldn't find a textbook that met her particular needs.

"I wanted a special hands-on, how-to workbook that would guide our students through the whole budgeting process."

Classic Do-It-Yourself

Without decent options, Nancy decided to use her years of classroom experience and background in accounting and finance to write the book herself.

She enlisted the support of Dr. Michael Drafke, a colleague who provided business and marketing expertise for the management side of the budgeting equation.

Their collaboration resulted in a unique approach to teaching their students: *Business Budgeting: A Study and Applications*.

Case Study Guide

The 208-page treatise features a case study approach to guide students through 20 chapters of study and applications of the budgeting process in the business environment.

End-of-chapter reviews provide the students with hands-on study guides and check points to review their progress.

Copresco Steps In

A meeting with Copresco President and CEO Steve Johnson solved Nancy's final publishing hurdle—getting the book into print.

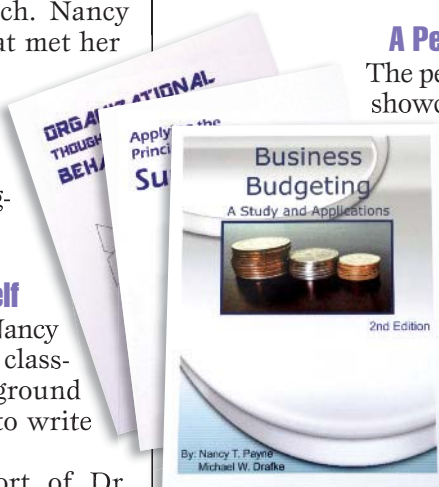
"Steve and his production manager

Lynn Buck were so helpful. I was totally lost, with no idea of how to deal with formatting, printing and binding issues," Nancy says.

"They shepherded me through the whole process and made sure that the finished books looked great and were delivered right on time to the college."

A Perfect Example

The perfect bound book showcases the benefits of our digital printing: an 80# full-color gloss cover with title printed on the spine for easy identification on a bookshelf and an economical 50# body paper stock.

**More to Come**

This summer, Nancy will be working on a third revision of the book. And she will take advantage again of Copresco's fast on-demand printing that gives textbook authors the ability to make updates and changes quickly and easily.

Additional Success

The success of the budgeting book has also rubbed off on Nancy's co-author Michael Drafke.

Copresco has printed multiple versions of Dr. Drafke's *Organizational Thought and Behavior* and *Applying the Principles of Supervision*.

Both of the books are produced in the increasingly popular perfect bound format.

Remember the Leader

So, when you're ready to print your next book or publication, call the digital printing leader.

Call Copresco.

Write a Business Book?

Our thanks to direct response guru Bob Bly for this insightful article.

Writing a how-to business book has become a recognized tool for business professionals marketing and branding themselves and their companies.

The Reason

It helps them establish their expertise while sharing useful information appreciated by readers. Plus, it can introduce them to a vast new audience of potential new customers.

Today, more than 11,000 business books alone are published each year—and that doesn't include self-published e-books, according to the authors of *The 100 Best Business Books of All Time*.

Most Powerful Tool

"Whether you're using your book to generate media attention, speaking opportunities or new customers, it is the most powerful marketing tool in your arsenal," says Adam Witty, CEO of Advantage Media Group, an international publisher.

A Fantasy

When you consider that the average book sells less than 2,000 copies, getting rich off of book sales becomes a far away fantasy.

But, if you use your book to get a feature in your industry trade journal, what is that worth?

How Valuable?

If your typical customer is worth \$5,000 and you use your book to attract and generate new leads into your business, how much more valuable does your book become?

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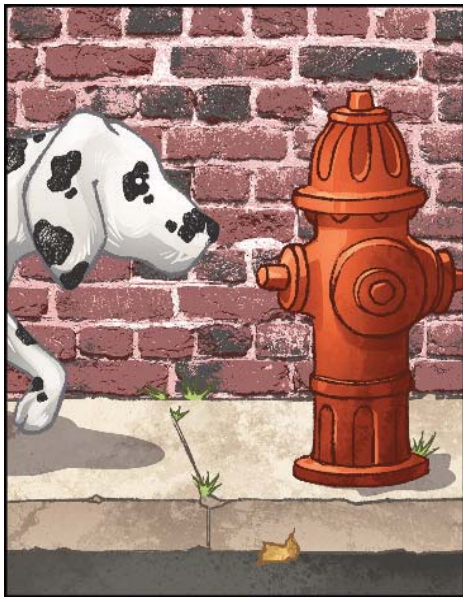
262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

"What am I supposed to do with this?" grumbled a motorist as the policeman handed him a speeding ticket. "Keep it," the cop said. "When you collect four of them, you get a bicycle."



A dad and his four children watched a fire truck zoom past their station wagon. Sitting in the front seat of the fire truck



was a Dalmatian dog. The children started discussing what the dog's duties might be. "They use him to keep crowds back," said one youngster. "No," said another, "he's just for good luck." A third child concluded, "No, silly, they use the dog to find the fire hydrant!"



Patient: "Doctor I have a sore throat, I ache, and I have a fever."

Doctor: "Sounds like some kind of virus."

Patient: "Everyone in the office has it."

Doctor: "Well, maybe it's a staff infection."

"I don't know what to do," one dog said to another. "I'm in great physical shape, but I'm constantly anxious." "Why don't you see a psychiatrist?" the other asked. "How can I?" responded the first. "I'm not allowed on the couch."



"He's great on the court," a sportswriter noted of a college basketball player during her interview with the coach. "How are his grades?" "He makes straight A's," replied the coach, adding after a short pause, "but his B's are a little bit crooked."



One morning at the school nurse's office, a woman with curlers in her hair, wearing pajamas, sat at the entrance. "Why are you dressed like that?" asked the nurse. "I told my son," the lady



explained, "that if he ever did anything to embarrass me, I would embarrass him back. He was caught cutting school. So now I've come to spend the day with him!"

A family had spent the day moving from their farmhouse into a brand new development. Very early the next morning, the 5-year-old son ran into his parents' bedroom to wake them. His mother dressed him and told him to play in the yard. About 20 minutes later, he came running back. "Mommy, mommy," he exclaimed, "Everybody has doorbells—and they all work!"



A minister sought to dispel the bride's nervousness by telling her to concentrate on familiar objects during her walk down the aisle. "First," he told her, "think about the aisle, which you've walked down so often. Then focus on the altar with the pretty flowers. Finally, think of George—he'll be there, waiting for you with a smile on his face." On the day of the wedding, the congregation was surprised to hear the bride coming down the aisle muttering audibly: "Aisle, Altar, George. I'll alter George."

Overnight Lite

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Copresco

262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>