



VI

LIST OF FLOW CHART

Sr.No.	No.	Title	Page No.
1	1	Publication Cycle	07
2.	2	Level's of Organisation	62
3	3	Administration in Publication Firm	64
4	4	Flow Chart of Organisation Structure of Publishing Firms	94
5	5	Flow Chart of Distribution of Goods to Wholesellers, Traders & Booksellers	223
6	6	Production Department	244
7	7	Dependency of publishers on service provided	246
8	8	Structure of Sales and Marketing Department	257
9	9	Componants of Environment	297
10	10	External Environment	305

