

ORGANIZATIONAL OVERVIEW

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Welcome to the Zondervan family!

As director of Zondervan's Author Care department, I'm pleased to introduce myself and my team to you. Our group functions as the liaison between you and Zondervan; we work hard to nourish and grow this relationship for our mutual success.

We are the "customer service" team to Zondervan authors and illustrators. Examples of information and services we provide to you include:

- Receiving and processing your orders for your products (see your contract for your discount schedule)
- Receiving and processing your orders for other Zondervan titles (50% courtesy discount; copies purchased are not to be resold)
- Answering questions about your royalty statement
- Product catalogs highlighting your title's placement
- Magazine and newspaper reviews
- Advance copy of your book as soon as it is available from the printer
- Contracted complimentary copies of your book
- Copies of book club, special, and foreign editions of your book
- Notice of reprints with a copy of your book from each printing

We do not give your contact information to the general public, even though your readers will often ask for it. We will forward to you all emails and letters we received that are intended for you.

We publish more than 1,600 authors—representing homemakers, business people, politicians, celebrities, theologians, biblical scholars, philosophers, and ministry professionals. Our Author Care department is committed to facilitating communication and understanding between the company and our authors. Zondervan's website offers a password-protected area for the benefit of our authors and we maintain a dedicated lounge in our headquarters to serve the business and privacy needs of our visiting authors.

The Zondervan name is a distinctive brand in the global Christian communication marketplace. Our customers expect titles bearing the Zondervan brand to deliver quality resources created to engage the mind, awaken the heart, touch the soul, and inspire action. Because the Zondervan logo represents our brand promise, we take care in making sure its elements are consistently and correctly applied in all situations.

As a member of the Zondervan family, we invite you to identify yourself with the Zondervan brand and all the quality it stands for. Whenever you speak or write of the work you've published with us, include "Zondervan" in your reference. And if you have a blog, social network page, or website, we invite you to place the Zondervan brand image on it in the following manner:

- Go to the Author Care section of our website (log in at www.zondervan.com) and click "Zondervan Brand"
- Copy the Zondervan brand image or the HTML code you'll find there
- Paste it onto your site(s), leaving "breathing room" (space) around the image and linking it to <http://www.zondervan.com/>
- When listing your title(s) on your site(s), be sure to link it (them) to its (their) Product Detail Page (PDP) on the Zondervan website. Find the PDP(s) by searching for your titles on our site. Then copy the URL(s) of the page(s) that appear(s).
- You have permission to display and link the Zondervan brand image solely in reference to your status as a published author with Zondervan.
- We suggest that you sign up for the author page on the Zondervan website which includes this packet on line. Also, you can fill out the Author/Illustrator form electronically, receive a list of promotional tips, a royalty reference guide, our Zondervan publishing philosophy and more.

Please use the following instructions to register on the Zondervan website and access the author section.

1. Go to www.zondervan.com.
2. Register (follow the link located at the top of the homepage).
3. After you register and have a password, please email jackie.aldridge@zondervan.com to let her know you are registered. You will be verified as an author on our website and will receive a return email.
4. After you have been emailed, please go to www.zondervan.com.
5. Enter your username and password to log in.
6. Go to the Author link at the top of the homepage; a drop-down box will open.
7. Select Author Care from the menu and you will enter the Author section of our website.

This packet has been prepared to give you an overview of Zondervan and to help answer some questions you may have during the publishing process. Please read through it and let me know if you have any questions or if we can be of any further assistance.

Cordially,

Joyce Ondersma
Director, Author Care

Jackie Aldridge
Assistant Manager, Author Care

Diane Fleeger,
Publishing Support Assistant

MISSION, COMMITMENTS, ASSURANCE

Our Mission

To be the leading Christian communications company meeting the needs of people with resources that glorify Jesus Christ and promote biblical principles.

Our Commitments

- Provide an environment that encourages employees to thrive.
- Build innovative and mutually beneficial relationships with authors, customers, suppliers, and each other.
- Listen to those who attend church to understand the evolving needs of people.
- Create excellent communication resources consistent with biblical principles in a timely and profitable manner.
- Develop all cost-effective distribution channels to expand global impact.
- Serve our local community and care for the environment.
- Operate our business with integrity and meet our financial objectives.

Our Assurance

"May the God who gives you endurance and encouragement give you the same attitude of mind toward each other that Christ Jesus had, so that with one mind and one voice you may glorify the God and Father of our Lord Jesus Christ." —Romans 15:5-6 NIV

INITIATIVE: We are willing and empowered to proactively contribute to the success of the company, its customers, and other employees.

*"Whatever your hand finds to do, do it with all your might."
—Ecclesiastes 9:10*

- Participating actively in fully empowered teams
- Going the extra mile to meet customer needs
- Taking responsibility for identifying, developing, and strengthening skills
- Exploring better ways to achieve our goals and those of the company

ACCOUNTABILITY: We are responsible for our own actions and answerable to others.

"Each one should test his own actions." —Galatians 6:4

- Taking responsibility to follow through on tasks and projects in a timely manner
- Communicating information and concerns in a clear and timely manner
- Sharing knowledge necessary for others to succeed and grow
- Being good stewards of time and resources

EXCELLENCE: We give our personal best.

*"In everything set them an example by doing what is good."
—Titus 2:7*

- Striving for quality in service and products
- Pursuing personal and professional growth
- Balancing work and personal time to ensure long-term success
- Thinking globally

RESPECT: We have as much consideration for the personal and professional worth and dignity of others as we do for ourselves.

"Do to others as you would have them do to you." —Luke 6:31

- Building relationships on trust and reliability
- Communicating with kindness, openness, and honesty
- Expecting the best from one another
- Honoring one another's unique personal qualities and professional expertise

INTEGRITY: We maintain high ethical and moral standards in speech and in personal and professional conduct.

"Simply let your 'Yes' be 'Yes,' and your 'No,' 'No.' "
—Galatians 6:4

- Respecting confidentiality
- Keeping commitments and admitting mistakes
- Dealing with issues and conflicts face-to-face with the appropriate people
- Upholding biblical ethics and honest business practices

INNOVATION: We seek out new possibilities in every area and embrace ground-breaking change that adds value.

"See I am doing a new thing! Now it springs up; do you not perceive it?"—Isaiah 43:19

- Inspiring individuals and collaborative teams to dynamically share imaginative, new ideas
- Cultivating a willingness to experiment, fail, evaluate, and try again
- Welcoming obstacles as opportunities for positive change
- Understanding that doing business in inventive ways requires intelligent risk-taking

PUBLISHING PHILOSOPHY

Zondervan has over seventy-five years of history as an evangelical Christian communications company. This heritage gives us credibility in the marketplace and is a trust we are committed to preserving. Our love for great writing and quality resources compels us to pursue excellence as we continue to serve the church and reach the cultures of our day worldwide. Our publishing philosophy reflects this.

We believe in the truth

God's truth may be known from both God's creation and his revelation in the Bible, and our publishing encompasses any area where this unity of truth is explored. Historically, Christians have accepted the Bible as their absolute authority on those matters it addresses. That, in turn, leads to belief in the deity of Christ and his death in our place, salvation by faith alone, the literal return of Christ to earth, and the final judgment of all people.

Throughout the ages, this commitment has been best maintained by evangelical Christianity because biblical truth has been distorted by both liberal theology and neo-fundamentalism. Today, as evangelicals of various perspectives seek to engage the culture and address the crucial and complex questions of the day, we want to be a broker of ideas within the context of biblical authority and orthodox Christianity.

The Bible is central to all that we do, and we seek to express our commitment to God's truth with a philosophy of acquisitions, writing, editing, developing, producing, programming, selling, and marketing that is consistent with biblical faith, practice, and ethics.

We want to honor God

Our intention is to deliver Christian content and resources that uplift God and see humanity in its proper perspective in relation to God.

We want to serve people

We distribute our resources worldwide using a variety of publishing media via all effective channels. Our goal is to serve those seeking a closer relationship with God.

PUBLISHING PHILOSOPHY

Creativity is from God, and we prize and encourage innovation. Authors and other content providers are essential to our mission, and fresh voices are always welcomed. Our desire is to give them the security and courage to use their gifts, to distribute and market their works effectively, and to reward them fairly for their labors.

We want to provide quality resources

Communication excellence includes good writing style, credible and well-researched content, careful and skillful editing, well-conceived design and illustration, the right technology, and quality production.

We seek to determine the content's worth first by its contribution rather than by its author.

We are concerned about continuity

Truth is best understood by its continuity with the past. Resources by gifted authors of other eras are an important part of a good communications portfolio.

Our concern for continuity motivates us to stand in the historic evangelical tradition.

We believe in variety

Diversity, as much as unity, is a part of God and his creation.

While we publish within the evangelical mainstream of Christian faith and practice, we do not hesitate to publish works that represent the various currents within that mainstream from around the world.

We publish broadly in order to meet the needs of people at all ages and stages of social, emotional, intellectual, and spiritual development. Committed to using the most advanced technology in its communications, Zondervan makes its authors' creations as widely available as possible in formats that include print, audio, video, digital, and online.

PUBLISHING PHILOSOPHY

We publish not only potential bestsellers but also resources with a more limited focus on specific needs and interests. Our global portfolio covers the breadth of subject categories and audiences.

We are committed to change

Christianity encourages personal growth.

Our goal is not only to confirm readers' faith and understanding but also to challenge and stretch them. We value resources that question unbiblical thinking, that penetrate and alter readers' consciousnesses, and that call readers to greater holiness and biblical faithfulness.

We want to have a healthy, profitable business

Fair remuneration for work well-done is biblical. This applies to our authors, employees, and owners.

We publish resources for profit so that we can reinvest in other communication projects and give a fair return on investment to our owners.

Although profit is important, we never publish solely for profit. Need and contribution are always controlling factors. Editorial integrity is paramount.

We celebrate creativity

Quality Christian communication resources are a priority because we love great content and we celebrate artistic innovation.