

EDM
Custom
Publishing

edm EDITIONS
DIDIER
MILLET



Introduction

Editions Didier Millet (EDM) has established an international reputation for producing **high-quality books** on an extensive range of lifestyle and reference topics. Our books are written by highly qualified authors and are generously illustrated by leading photographers and artists. Many of our publications have become standard **references sources for travellers and cultural enthusiasts.**

Created by skilled editors and designers led by a management team with **extensive experience** in the international book trade, our books are distinguished by their impeccable design and editorial commitment.



Our custom publishing team can help you turn your publishing ideas into reality. **From conception to completion**, our editors will guide you through each stage of the production process to ensure your book is produced on time, within budget and to high editorial standards.

If you wish, EDM can sell your book throughout the world. **Our distribution expertise** will give your book the exposure it deserves locally, regionally and internationally through its well established network of trade partners and co-publishers.

Why make a customised corporate book?

- to showcase your products and services - to strengthen brand authority and awareness
- to reinforce your customers' purchasing decisions
- to attract new customers
- to reinforce customer brand loyalty
- to sell more core products
- to celebrate an anniversary or event
- for use as a corporate gift

SHELF LIFE OF COMMUNICATIONS MEDIA

Book:
1 to 10 years

Online advertisement:
1 microsecond

Radio advertisement:
30 seconds

TV advertisement:
1 minute

Daily newspaper:
1 minute to a 1 day

Billboard:
1 second to 1 month

Weekly magazine:
1 to 2 weeks

Monthly magazine:
1 to 2 months

Quarterly magazine:
3 to 4 months

A customised book can make potential customers aware of your business through new channels such as:

- retail shops, bookstores, airport shops and online bookstores
- book reviews in magazines and newspapers
- libraries
- book launches
- social media
- EDM's catalogue which is sent to international publishers and distributors
- EDM's website: www.edmbooks.com



Services



1) Conceptualisation

A proposal for your book will identify its editorial concepts, objectives, readership and specifications, and provide a breakdown of chapters and page allocation, and a production schedule tailored to your needs.



2) Visualisation

A mock-up or dummy with the proposed cover, design and layout will be provided so you can view your project as a published book.

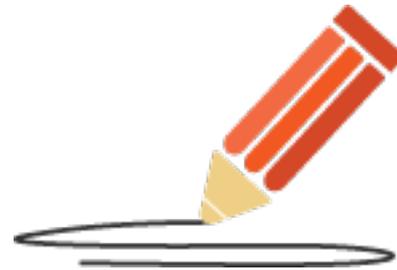


Services



3) Authors & Photographers

Suitable authors and photographers can be specially commissioned. Your book can present the work of experts who are globally recognised in their fields.



4) Writing, Editing, Design & Layout

We will liaise with the authors to oversee the writing of text, monitor progress and copyedit submissions, for clarity and accuracy. Our designers will create a cutting-edge design for your book that is both unique and reflective of its objectives.

Services



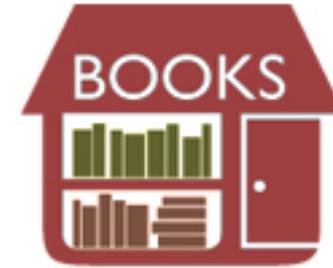
5) Colour Separation & Management of Proofs

On the return of proofs, we will handle checking and corrections in consultation with you.



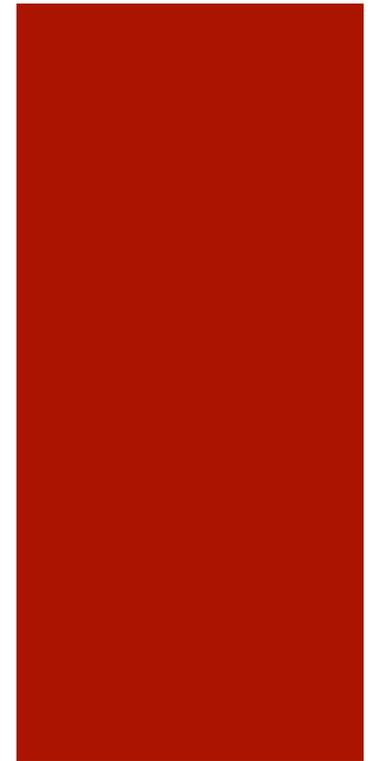
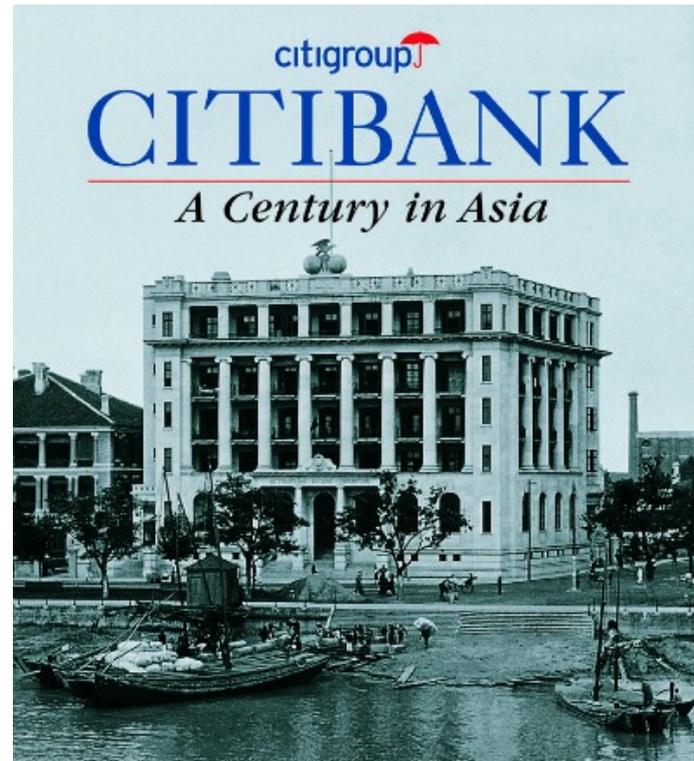
6) Printing, Binding & Delivery

We will supervise all pre- and post-press stages to ensure excellent reproduction quality and timely delivery by our printers.



7) Distribution

EDM's international distribution network can give your publication and organisation maximum exposure and publicity across a range of markets worldwide.



Case Study

Citibank celebrates corporate milestone

Case Study: Citibank



What our customer needed

In 2002, Citibank (now part of Citigroup) celebrated 100 years of business in Asia. The centenary gave rise to a major programme of public relations initiatives and customer-focused events. It was decided that a commemorative book would be a suitable way to mark the centenary, as it would act as a long-lasting reminder of the company's great progress and history in the Asian region.

Citibank believed that an immaculately researched, beautifully designed and lavishly illustrated book would communicate the impact that the company has had on the region.

Case Study: Citibank



How EDM helped Citibank realise their goal

Citibank asked EDM to develop an editorial and design concept for the book. Once this was approved by Citibank, EDM commissioned an experienced author. Our editorial and design process was very detailed and included researching archival material, arranging interviews, sourcing suitable photographs and finalising all content for the book. After close collaboration with Citibank on the content of the book, it was then subject to a strict, multi-level approval process.

After the content was approved, EDM ushered the project through the production process, including colour separation, printing and binding. At all stages quality control was of great importance and EDM's experienced production team ensured that all processes were carried out to the highest possible standard.

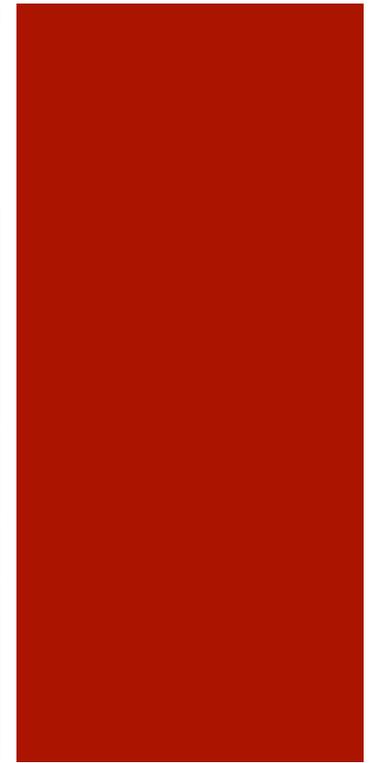
Once the book was ready for delivery, EDM's logistics department was responsible for the time sensitive delivery of the book to dozens of locations across the Asia-Pacific region. In addition to supplying the book to Citibank's offices, EDM made the book available through bookshops and online retailers.

Case Study: Citibank



The outcome

Due to EDM's successful production and delivery of this landmark publication, Citigroup has chosen to work with us on several other projects such as *The Adventures of Agent Penny and Will Power*. The most recent project was another commemorative book, *Celebrating the Past, Defining the Future: 200 Years Citi*, celebrating the bicentenary of the entire company. This was a massive undertaking and once again EDM delivered a quality book, on budget and to schedule.



Clients

We have worked with dozens of clients around the world, including restaurants, hotels, museums, government bodies and banks.

A-D	E-M	N-R	S-Z
Agnesi Asia Pacific	Eastern & Oriental Express	National Archives of Malaysia	Sentosa Resort and Spa
The Asian Civilisations Museum of Singapore	Hijas Kasturi Associates	National Heritage Board, Singapore	Shangri-La Hotel Group
Badrutt's Palace, St Moritz	Hong Kong Jockey Club	National Museum of Indonesia	Shell Petroleum
Capitaland	HSBC Bank Malaysia Berhad	National Museum of Singapore	Siam Cement Group
Chinese Heritage Centre	Institutional Investor Inc.	National University of Singapore	Siam Commercial Bank
Chiva-Som	International Institute of Islamic Thought and Civilization (ISTAC)	The Oriental Hotel, Bangkok	Singapore Art Museum
Citigroup	The Jim Thompson Thai Silk Company	Peranakan Museum, Singapore	Singapore Management University
Club Med	Keppel Offshore & Marine	Philip Morris	Singtel
	Le Saint Julien Restaurant	Port of Singapore Authority	Six Senses Resorts & Spas
	Malaysian Building Society Berhad	PPES Works (Sarawak) SDN BHD (Cahaya Mata Sarawak Berhad)	St Joseph's Institution, Singapore
	Malaysian Highway Authority	Raffles Hotel, Singapore	Tandjung Sari Hotel, Bali
	Malaysian Timber Council	Raffles Grand Hotel D'Angkor, Siem Reap	Thai Airways International
	Ministry of Foreign Affairs, Singapore	Raffles Hotel Le Royal, Phnom Penh	Tung Lok Restaurants
	Ministry of Information, Communications and the Arts, Singapore	Regent International Hotels	Urban Redevelopment Authority, Singapore
	Ministry of Tourism, Post and Communications, Indonesia	The Republic of Singapore Air Force	USA Pavilion Committee 2010
	Mozaic Restaurant, Bali	Royal Selangor	

Contact us

If you would like to make a book, please contact us at:

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