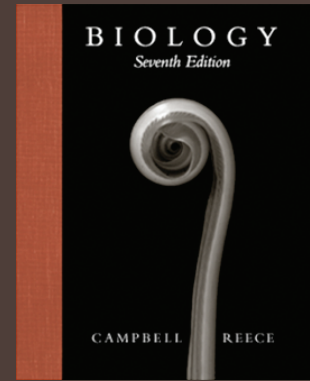


What goes into making a textbook?



BIOLOGY
By Neil Campbell
and Jane Reece

For the new edition:

AUTHORS

- Authors and contributors spent **7,425 hours** researching and writing this textbook.
- Authors spent **825 hours** reviewing final pages.

PUBLISHER

- **245 biologists** read and reviewed **55 chapters** to make sure that the manuscript was accurate and current.
- Developmental editors spent **8,830 hours** reading multiple drafts of revised chapters, querying authors, synthesizing faculty feedback and crafting the layout of each page, every one of which was recreated.
- Developmental artists spent **2,630 hours** evaluating every figure in the text and creating sketches for new and improved figures.
- Artists spent **2,200 hours** rendering and revising art.
- A copyeditor spent **825 hours** editing final manuscript to correct errors in grammar, punctuation, and spelling.
- During production stages: editors and developmental artists spent **1,430 hours** checking and rechecking pages.
- Production work on **55 chapters** required **60 hours per chapter**, or **3,300 hours** to typeset, create page layout, check and proofread pages, revise pages, and create final files for the printer.
- The first printing of the 7th edition is **75,500 copies** and required **675,000** pounds of paper, **6,950** pounds of ink, and two presses that will run for a total of **200** hours. After publication there will likely be at least **6** subsequent printings.