

# Harlequin enterprises case

Business, Management



Harlequin Enterprise case Harlequin enterprise is a leading publisher globally. It specializes in publishing romance series while having a partner-company deal with others for distribution. The enterprise will remain influential in the movie sector for quite a while. Major Editors from New York, Toronto and London speak highly of the works published by Harlequin (Ivey). The enterprise can still be a leading romance publisher in the world even after the coming of the present competition. The foundation that the company built in the many years of business puts it at a safe end. This is because; the firm has faithful fans all around the world. From the statistics and history of the sales, it is evident that due to the tactics that the management used to market their writers, many fans would still buy any book that the company publishes. The strong loyalty that the company enjoys from its audience is enough to put the company back to the top as the leading romance publisher in the world.

A successful launch of new titles would need tactics that the enterprise exploited in the past. Since the beginning of the enterprise, it exploited ideas that dealt with the situation at hand. The marketing methods reflected the customer needs, making the firm stay ahead of other publishing competitors. Another key method is changing the titles to match the interest of the audience at the time of publishing. The management moved from producing series to single titles when the need, was necessary (Ivey). This enabled them remain relevant to the audience no matter what direction the customer interest changed to. For good management to succeed, the managers need to be flexible and change according to the requirements of the time.

### Work Cited

Ivey, Richard. Case 1-3, Harlequin enterprises: Mira decision. New York : Ivey publishing, 2001.