

Today's Webinar will start at 3.00 pm (Singapore time, GMT+8)...

Publishing Your Monograph with Cambridge

*Speaker: **Joe Ng**, Acquisitions Editor, Social Sciences, Cambridge University Press*

*Please **mute your microphone** when the host is speaking.*

The slides will be circulated afterwards.

Thank you for your cooperation!



Part of **Academic Publishing Webinar Series**
Find out more <http://ow.ly/M2o950zsAQR>



CAMBRIDGE
UNIVERSITY PRESS

Topics

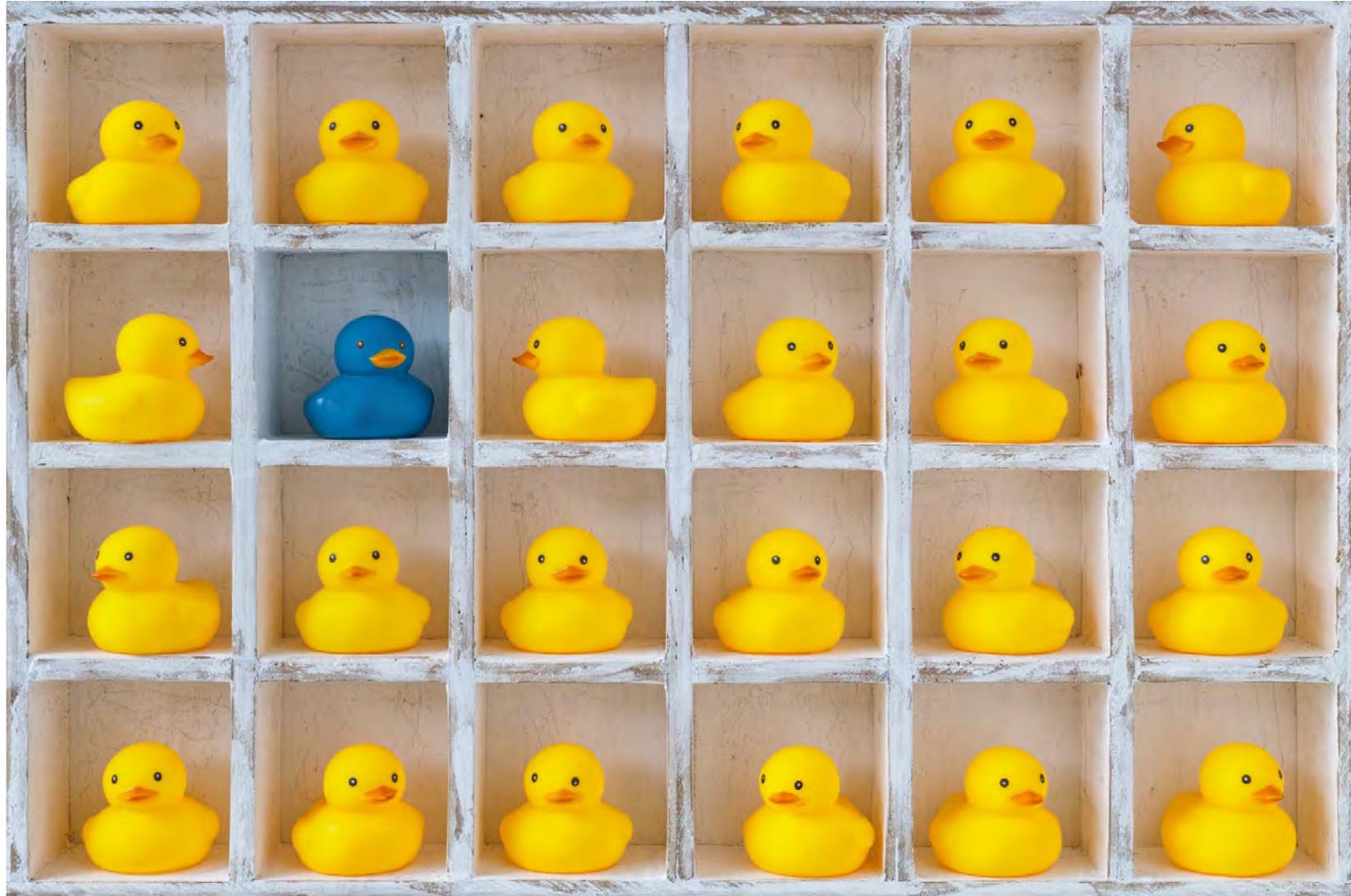
- Academic publishing landscape and the Press
- Types of books we publish
- Print and digital formats
- Revising your PhD dissertation into a book
- Submitting & drafting a book proposal
- Editorial review process
- Authors resources
- Q&A

THE PUBLISHING LANDSCAPE

Academic Publishing Landscape

- Over **33,000** journals (excluding 9,400 non-English journals)
- More than **3 million** articles published each year
- More than **200,000** new books each year
- STM: \$25 billion, HSS: \$2.4 billion (annually)
- Many publishers (some small, some large)

Your Challenge!



Cambridge University Press

- An integral part of the University of Cambridge
- World's oldest publisher, founded in **1534**
- Our first book was published in 1584
- Now looking forward to future with big investment in digital publishing



Our Mission and Character

- Not-for-profit

All surplus reinvested in our publishing infrastructure, services and the University – distinguishing us from commercial presses

- Global

We work with the best scholars and the best universities around the world – employing our offices on 6 continents

- Quality

Our commitment to research of the highest quality is fundamental to our being – unlike our commercial counterparts.

TYPES OF BOOKS WE PUBLISH

What do we publish?

- World class research that makes an “original and significant contribution to the literature” – scholarly monographs
- Surveys/reviews of major topics for advanced undergraduate or graduate students
- Undergraduate Textbooks
- Reference Works (Handbooks)
- Practitioner/Professional Guides (certain subjects only)

What we do not publish?

- Trade books meant for general readership
- Poems, fiction
- Business and self-help books
- Corporate reports/annual reports/
- Scientific magazines/newsletters

PRINT AND DIGITAL FORMATS

Print formats

- **Hardback**
 - Jacketed hardback (academic trade titles)
 - Printed hardback (for libraries)
- **Paperback**
 - First-time paperbacks
 - Textbooks (students)

Digital formats

- “EPUB”
 - most widely used
 - reflowable text and images on mobile devices and readers
- “KZW”
 - developed for Amazon Kindle readers
- “PDF”
 - static pages but printable, low copy protection
- “XML” or “HTML”
 - for eBooks and journal articles (e.g., Cambridge Core and other publishers’ content platforms)
- “MP3”
 - For audiobooks

REVISING YOUR PHD DISSERTATION INTO A BOOK



CAMBRIDGE
UNIVERSITY PRESS

Turning a thesis into a book

A thesis will need to undergo **rigorous** revision before publication.

Top academic publishers may not accept a proposal without evidence of the differences between the book and thesis.

Rewrite for a different audience

- A thesis is essentially an examination document, whereas a book typically addresses more general readers.
- Tailoring content to suit needs of audience, rather than the examiner, will make it more of a success.
- Ask yourself: what might this reader already know and what might they need further introduction on?
- Are review chapters necessary?
- Is additional explanation necessary?

Paint with a broader brush

- The topic of the book needs to be broad enough to read a large audience but not so broad that the market is inundated with publication
- Consider adding topics that you might have considered beyond the scope of a thesis.
- Consider if the framework needs to be changed to make a strong narrative argument

Consider these points **before** approaching a publisher

SUBMITTING & DRAFTING A BOOK PROPOSAL

Submitting a book proposal

- Do your **homework!**
- Try and **find the name of the relevant editors** – most publishers' websites list editorial contacts
- **Personal contact** always best!
- Write a **personal email** to editor to give basic details of the book project you would like to discuss. Do not assume they are experts!
- Attach a **book prospectus**. Do not **send full manuscript** unless requested

Tips for Writing a Good Prospectus

- Use a **clear, descriptive title** – don't try to make a “clever” title
- A **short** summary of the aims and scope of the book and why you think it makes an **original** and **distinctive** contribution
- A detailed **table of contents** with 200-500 word **summaries** of each chapter and a list of the literature you intend to cite

Tips for Writing a Good Prospectus

- Brief description of your **target readership** – Hint: much better to be focused and precise than to say that everybody will want to read it!
- Brief analysis of some of the most closely related books to yours. **How will your book add to the literature?**
- **Short** author biography
- Sample chapters (if available)
- Generally OK to submit to multiple publishers

Edited books

Your role as editor is crucial to make an interesting set of papers into a successful book. How will you achieve this?

- **Coherence** – how will you ensure that the chapters all “speak” to each other and that the book will be more than the sum of its parts?
- **Consistency** – how will you ensure that the chapters are all of equally good quality? Written at similar technical level? Same length?

Edited books: Responsibility of editors

- Editorial introduction and conclusion
- Clear instructions to authors to ensure they are addressing the common themes of the book.
- “Conference books” need a lot of planning and briefing to ensure coherence.
- Keep the book focused – you need to say “No” to chapters that do not fit, even if they are written by friends and colleagues!

THE EDITORIAL REVIEW PROCESS

Review Stages

- **DESK REVIEW**

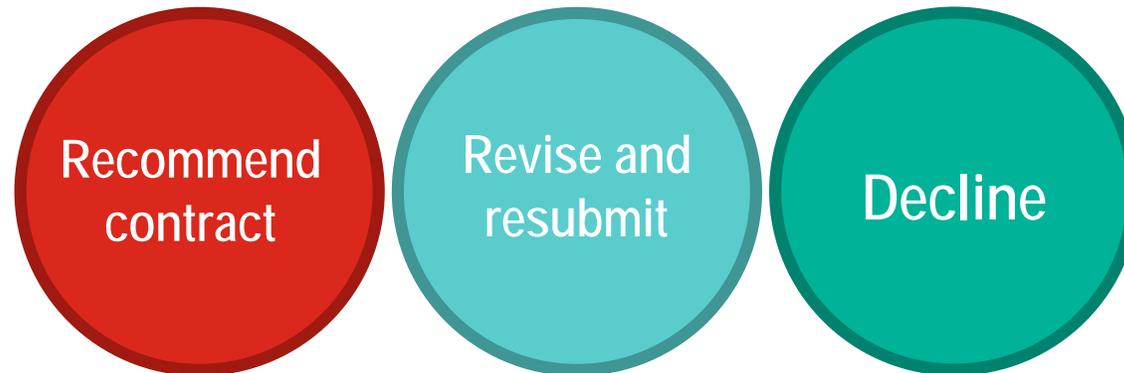
In-house editor will assess whether suitable for list. If yes, then will proceed to peer review. Acceptance rate at this stage varies a lot according to discipline

- **PEER REVIEW**

Depending on policy of publisher editor may ask to see full manuscript to send for peer review or may be happy to send prospectus

Peer Review

- Single blind review by 2-3 referees
- Tricky decisions – referees seldom agree with each other!
- You can request who should not review if you have valid reasons
- Commissioning editor will review all referee reports to decide an outcome:



Takes c. 6-206 weeks to receive all the reports.

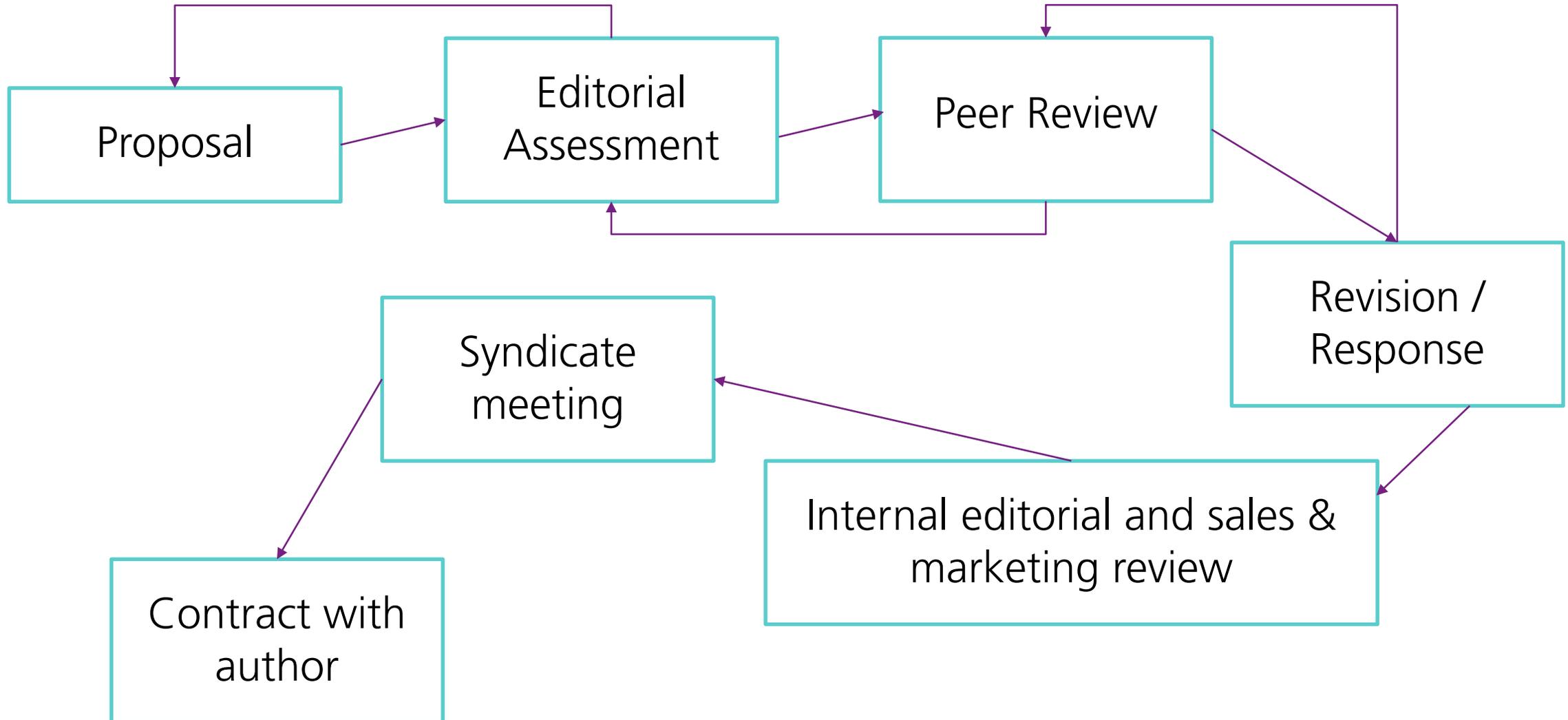
Responding to Reviewer Comments

- Be respectful and acknowledge the time and care referees have taken
- Engage positively and constructively with criticisms. Do not be defensive or aggressive
- Indicate what you agree with, what you disagree with and what changes if any you would propose to make

After Peer Review

- In house discussion with sales and marketing to confirm size of market and agree publishing strategy
- Decision to recommend to editorial board – the Press Syndicate – that we should offer a contract
- If contract offer is based on prospectus we require a final reading of complete script before publication

Summary of Assessment Process



Process normally takes 4-12 months

The Press Syndicate

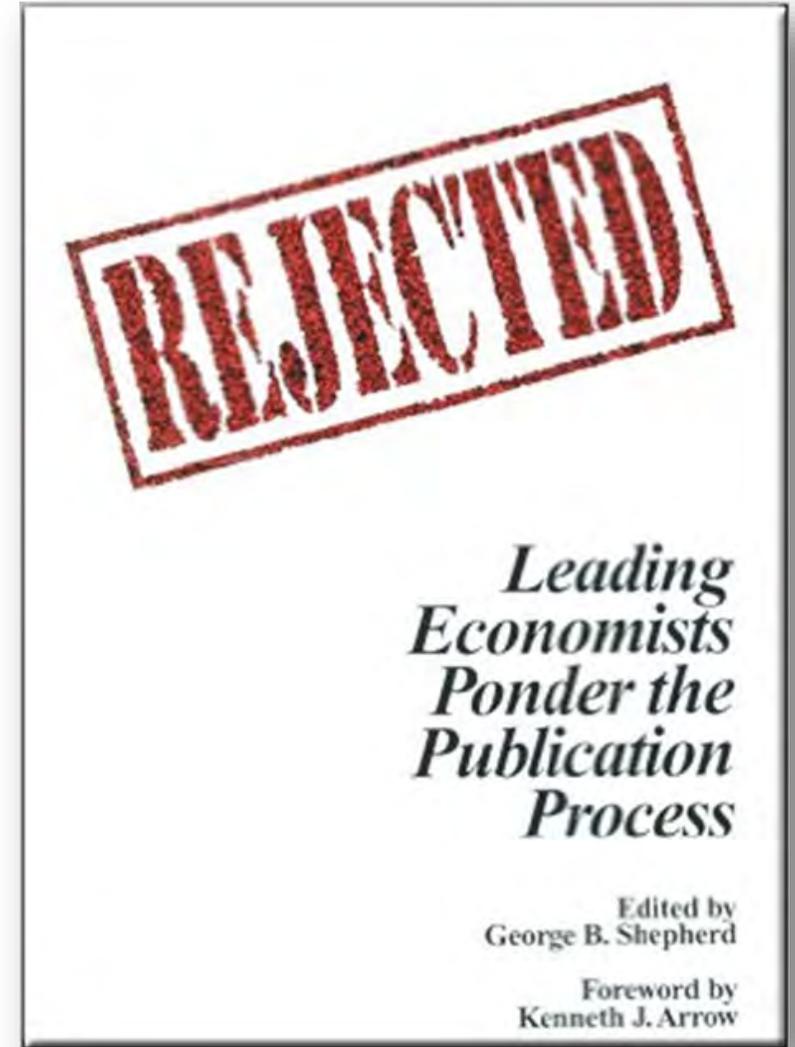
- Governing body of Cambridge University Press
- 18 members - 'Syndics'
- All new publications (books and journals) must be approved by the Press Syndicate
- Applies to all authors – Nobel prize-winners and postdocs!



Recommended Reading

- Economics Nobel laureate Kenneth Arrow:

“the publication selection procedure [...] has become methodologically more conservative, more given to preferring small wrinkles in existing analysis to genuinely new ideas”



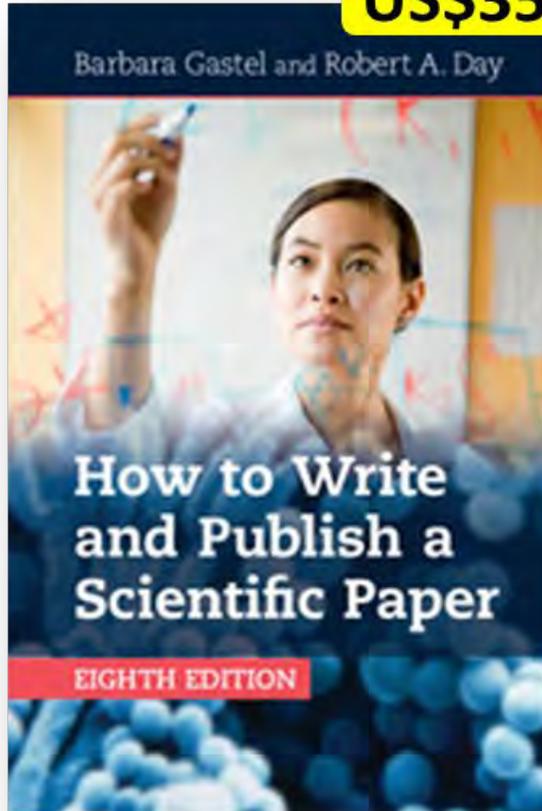
SUPPORT FOR RESEARCHERS & AUTHORS

Editing/Translation Services

- We partner with AJE to provide language editing, translation, formatting and figures services
- 420 area of studies with > 1,000 qualified editors
- editors are native English speakers, with Masters/PhD/MD from top research universities and a specialist in your discipline
- More details here: www.cambridge.org/academic/author-services/

Useful Books for New Authors

US\$35



Day and Gastel
9781316640432

US\$26



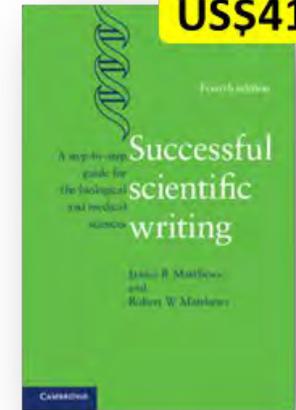
Luey
9780521144094

US\$30



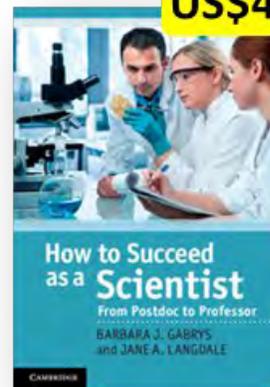
Gustavii
9781316607916

US\$41



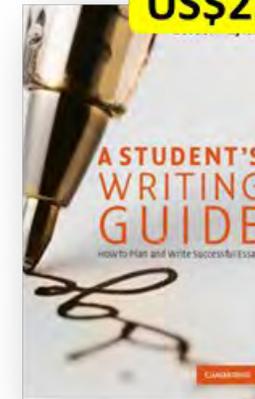
9781107691933

US\$41



Gabrys & Langdale
9780521186834

US\$25



Taylor
9780521729796



The collaborative site to upload, share and advance your research

Cambridge Open Engage is the new early content platform from Cambridge University Press, designed to provide researchers with the space and resources to connect and collaborate with their communities, and rapidly disseminate early research. It is free to upload and read content.

www.cambridge.org/engage/coe/public-dashboard

Thank you!



Contact us



cambridge.org/core/



asiamktg@cambridge.org



facebook.com/CambridgeAsia



[CambridgeAcademic](https://www.whatsapp.com/CambridgeAcademic)



twitter.com/CambridgeAsia



linkedin.com/company/CUPAsiaAcademic