

Publishing Academic Books

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Selecting a Publisher

Things to consider include:

- ▶ University press or academic publisher?
- ▶ Prestige of the list
- ▶ Which publishers market and sell books internationally?
- ▶ Can your book fit into an existing series?
- ▶ Production quality and design
- ▶ Publication schedules
- ▶ Open Access policies

Preparing a Proposal

The most important elements are:

- ▶ Book's rationale – why is this book needed? How does it move the field forward?
- ▶ The market – who will read the book? Is it aimed at undergraduate students, researchers, peers? Will it reach an international readership?
- ▶ Draft Table of Contents
- ▶ Competing Titles
- ▶ Book length, number of images and likely timeline

Converting a PhD Thesis into a Book

- ▶ Look again at the book's structure
- ▶ Keep a close eye on chapter lengths
- ▶ Include less of a literature review in favour of ensuring that your own voice and argument comes through clearly
- ▶ Consider the market and readership
- ▶ Look at trends in monograph publishing e.g. omitting a concluding chapter

The Peer Review Process

- ▶ US publishers often prefer to have draft manuscripts reviewed
- ▶ Proposals may need to be amended before peer review
- ▶ Usually two or three reviewers are selected
- ▶ Authors can respond to the reviewers
- ▶ After a successful peer review, proposals go to a Press Committee (university presses) or publishing meeting (academic presses) for a final decision

Negotiating a Contract

Look specifically at these clauses:

- ▶ Royalty rates
- ▶ Delivery dates
- ▶ Word count
- ▶ Copyright assignation
- ▶ First refusal clauses

Preparing a Manuscript

- ▶ Publisher will provide you with a style guide
- ▶ Consistency is key for referencing systems and using UK or US English
- ▶ Fair dealing guidelines vary between publishers
- ▶ In-house production editor can offer advice on style, image quality, etc.
- ▶ Re-negotiating the schedule should be done as soon as possible
- ▶ Manuscripts are often read before going into production

Production

- ▶ Average production schedules vary between publishers
- ▶ Copyediting is usually freelanced out
- ▶ First proofs are usually available 6 – 8 weeks after the manuscript goes into production
- ▶ Some publishers will provide second proofs
- ▶ Cover proofs will also be provided before publication

Marketing

- ▶ Most publishers ask authors to complete a marketing questionnaire
- ▶ Usually authors are sent marketing materials and a marketing plan on publication
- ▶ Books are promoted in catalogues, publisher's website, through marketing lists, at conferences, in newsletters and through published reviews
- ▶ Sales reps will also call at bookstores and university departments
- ▶ Ebooks will be included on content platforms such as JSTOR and UPSO

Tips for Success

- ▶ Approach a publisher who has a strong list in your subject area
- ▶ Provide as much information as you can in the proposal
- ▶ Plan a structure for the book that allows readers to navigate easily through it
- ▶ Avoid having very long chapters and high overall word counts
- ▶ Engage with the peer reviewers' comments
- ▶ Be realistic about the timeline