# Publishing books with Cambridge University Press



## What books are we interested in?

- World class research that makes an "original and significant contribution to the literature"
- Surveys and reviews of major topics suitable for advanced undergraduate and graduate students
- Reference Works (Handbooks)
- Practitioner Guides (only some subjects)
- We don't publish memoirs, autobiographies, fiction, poetry, cookbooks, travel books, etc. – meant for consumers



## What books are we interested in?

- 30,000 eBooks available on Cambridge Core
- Highest standard of Quality Control from review to production
- 500+ awards/prizes since 2014
- 1,500 books published each year with 400 journals



# University Presses Around the World















Manchester University Press



















# 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

# What to include in a book proposal

- 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



## What to include in a book proposal

- 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 (incl. relevant publications/expertise)
- A few sample chapters or draft manuscript (submit only when asked)
- Generally OK to submit to multiple publishers but inform all parties first

## Peer review: Journals vs Books

- Typically narrower terms of reference for journal review – books bigger, more complex, often interdisciplinary ... and market matters
- We take peer review very seriously and ask a lot from our referees
- Not an exact science in either case



## **Book Review Process**

- 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 with sample chapters





## **Book Review Process**

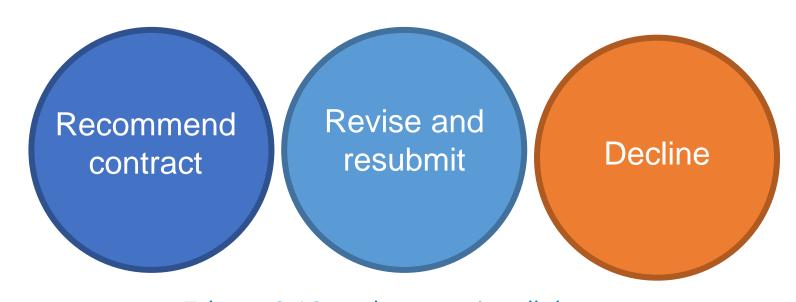
- Single blind, typically 2-3 reviews per project
- Outcome: decline, revise & resubmit, recommend contract
- Hard work CUP book editors commission
   c. 4,000 reports each year
- Hard work we often ask referees to read full manuscripts or comment on interdisciplinary work.
- Typically paid with book allowance, but also cash
- Tricky decisions referees seldom agree with each other





# Book Review Process/Decision

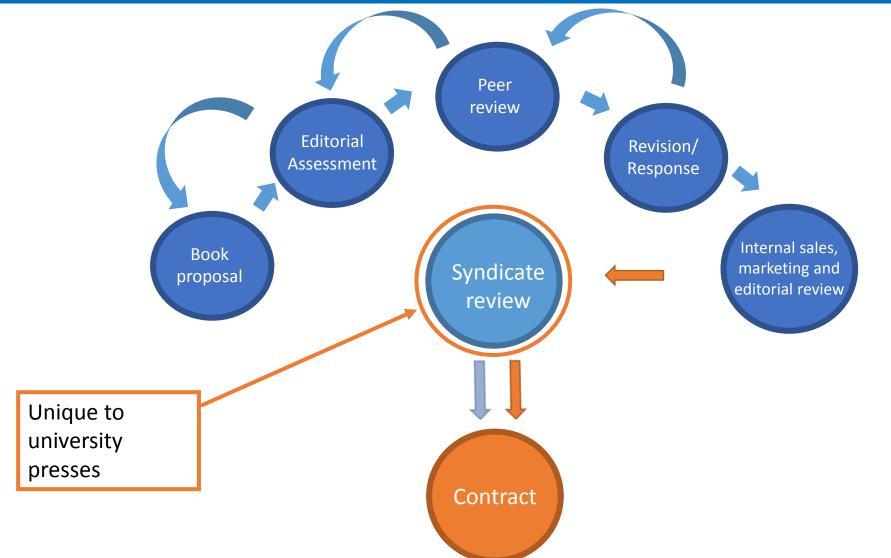
- Typically external 'single-blind' review by international experts
- You can request who should not review if you have valid reasons
- Commissioning editor will review all referee reports to decide an outcome for the Syndicate's approval:







# The assessment process for books







# The Press Syndicate of Cambridge

- Governing body of Cambridge University Press
- 18 members called 'Syndics' (senior professors from various faculties/depts of Cambridge)
- All new publications (books and journals) must be approved by the Academic Publishing Committee of the Syndicate
- Applies to all authors whether Nobel prize winners and postdocs!



# Introducing Cambridge Elements

combining the best of journals and books





# Cambridge Elements

- Combines the best in journals and books publishing.
- 25k-30k words; updates/editions available to authors
- Soft launch in 2018
- organised in series edited by top scholars (like a journal) and rigorously peer-reviewed
- Published online as full-text HTML/PDF and paperback
- Cambridge Elements Core Landing page: <u>https://www.cambridge.org/core/what-we-publish/elements</u>

# Cambridge Elements

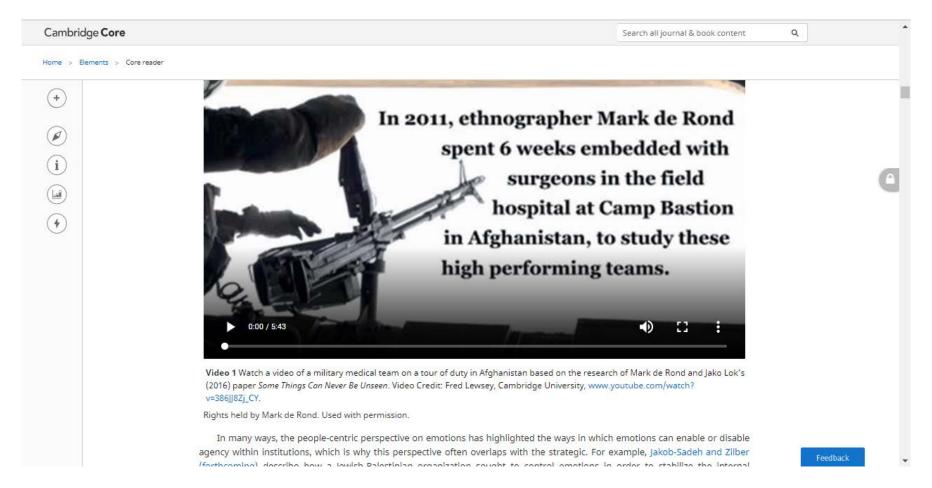
- Over 80 series commissioned (not all series have started to publish content)
- Mostly in HSS (but STM working hard to commission more)
- 90 individual Elements published so far
- We aim to publish c. 150-200 Elements each year
- Purchase as a paperback (print-on-demand):US\$18/£15

# Cambridge Elements

- Highest Altmetric score:
  - Cairney/Heikkila/Wood Making Policy in a Complex World



- Highest downloads/views:
  - Tan *Singapore* (12,900)
  - Craig The Atonement (9,000)
  - Steinert-Threlkeld Twitter as Data (8,700)
- Highest sales:
  - Craig The Atonement (1798 units sold)
- Contains inline video clips (Youtube):
  - Zietsma Emotions in Organizations (https://doi.org/10.1017/9781108628051)



#### Screenshot of the embedded video in the Element

Zietsma - Emotions in Organizations <a href="https://doi.org/10.1017/9781108628051">https://doi.org/10.1017/9781108628051</a>)

# The Periodic Table of Cambridge Elements



RELIGION



MANAGEMENT



























**PSYCHOLOGY** 

























































Rigorously peer-reviewed, rapidly published cutting edge research, Cambridge Elements are a completely new format for academic research.













**ECONOMICS** 



























# Cambridge Core Author Services



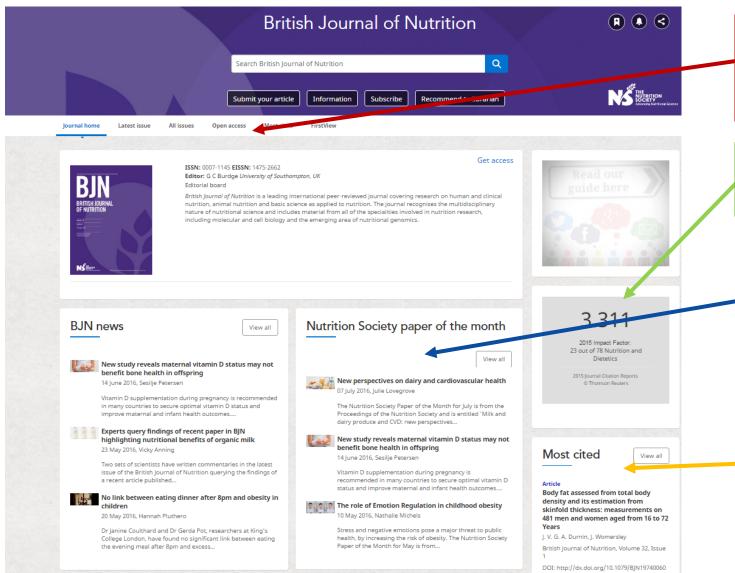


## Researcher tools on Cambridge Core

- Provides over 7,500 citation styles for you to choose from
- Refine your search to your exact criteria
- Allows for searches across both US and UK English search terms
- Search within search results
- Bulk content actions, e.g., download all selected content as a zipped PDF file, export citations, save to bookmarks, or view them in new tabs
- Send content to your Dropbox, Google Drive and Kindle
- Latest! Cambridge Core Share your journal article (non-downloadable, via URL)



## Cambridge Core Journal homepage



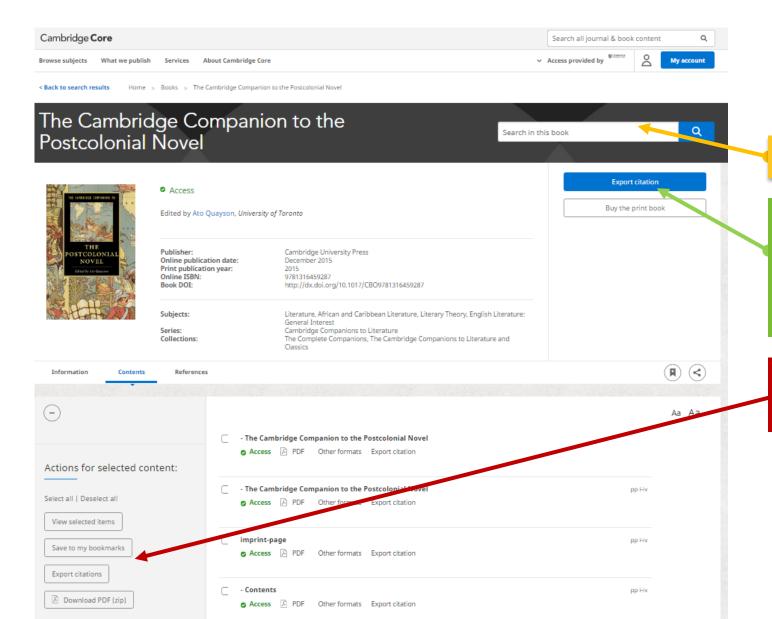
Easy to navigate tabs including latest issue, Open Access, Most cited

Links to key information including Impact Factor

Focus on content

Areas for related social media links

## Cambridge Core eBook homepage



Search within the book

Links to purchase the book in print, recommend to your librarian, or find book in nearest library

Bulk action to export citations, send to Dropbox, etc.



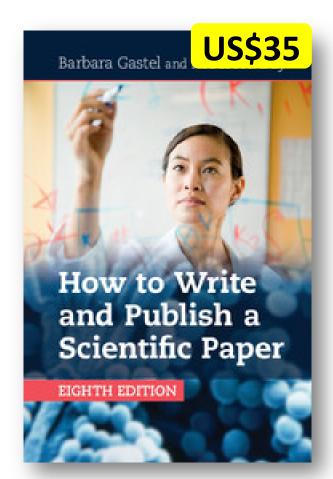
## **Author Services**

Language Editing by AJE (American Journal Editors)

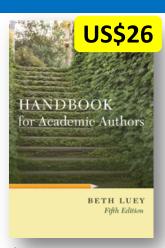
- For non-native speakers of English
- 420 area of studies with >1,000 qualified editors
- editors are native English speakers, with Masters/PhD/MD and a specialist in your discipline
- Re-edit guaranteed if paper is rejected from a journal on language grounds



## Useful Books for Authors/Researchers



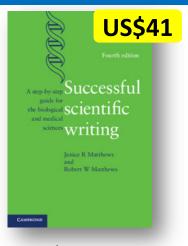
Day and Gastel 9781316640432



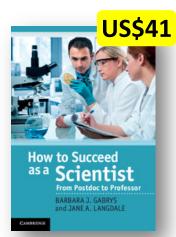
Luey 9780521144094



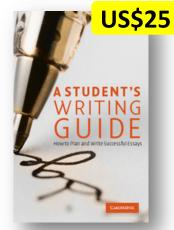
Gustavii 9781316607916



Matthews & Matthews 9781107691933



Gabrys & Langdale 9780521186834



Taylor 9780521729796



## **Author Services**

Language Editing by AJE (American Journal Editors)

- For non-native speakers of English
- 420 area of studies with >1,000 qualified editors
- editors are native English speakers, with Masters/PhD/MD and a specialist in your discipline
- Re-edit guaranteed if paper is rejected from a journal on language grounds



## **Author Services**

Language Editing by AJE (American Journal Editors)

### Standard editing

Spelling, grammar, punctuation and word usage corrected by an expert in your field

### Premium editing also includes additional:

- Editing for flow and awkward phrasing
- Unlimited free re-edits until paper is published
- Cost depends on word count and turnaround time





# Pop Quiz

Correct answer gets a prize!

- 1. What's the *three possible decisions* after peer review?
- 2. Please *name* the editorial committee at Cambridge that approves all our new books?
- 3. What' the *name* of our platform where can you access our e-journals and eBooks?



# 謝謝!

祝你成功發表研究成果!

