

International Academic Book Publishing

From Research to Book



Central and Eastern European Online Library
www.ceeol.com

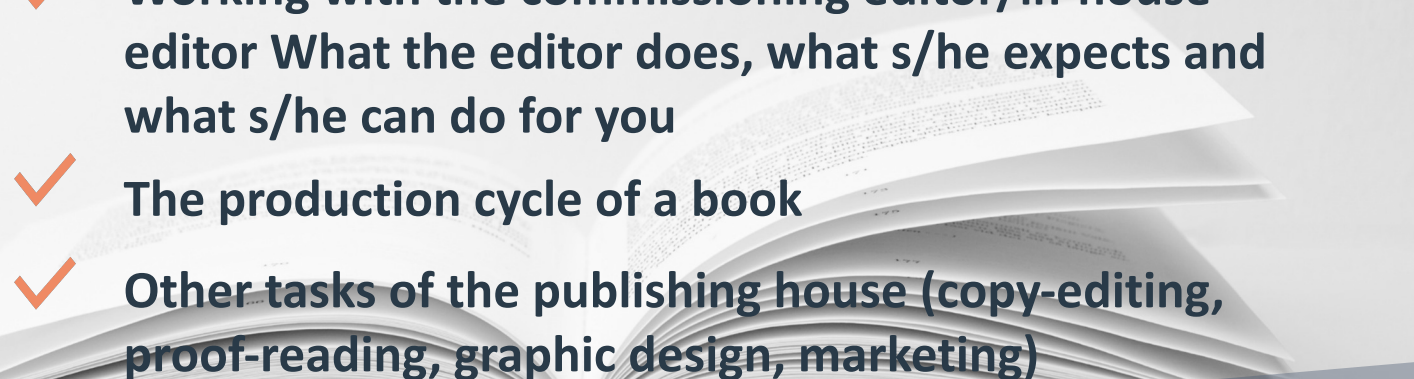


www.ceeolpress.com

Writing/editing a book

- **Choosing a target audience: local/international, libraries, research institutions, classroom adoption, broader public**
- **Choosing a format: case report, proceeding, monograph, edited volume**
- **printed book (cloth, paperback), ebook**
- **Analyzing the market: other books your text is competing with**
- **Choosing a publisher**

Finding a publisher

- ✓ **The first contact: when, how, at what stage of the process (manuscript information sheet)**
 - ✓ **The book proposal (unique features of the book)**
 - ✓ **The peer review process: timeline, responding to criticism, modifying the text, resubmitting the manuscript**
 - ✓ **Working with the commissioning editor/in-house editor What the editor does, what s/he expects and what s/he can do for you**
 - ✓ **The production cycle of a book**
 - ✓ **Other tasks of the publishing house (copy-editing, proof-reading, graphic design, marketing)**
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Steps to be taken

- **Approach a publisher**
- **Manuscript Proposal Form**
- **Deliver the text for evaluation**
- **Wait**
- **React to criticism, re-write, modify, finalize text**

Actors

- **author**
- **peer-reviewers**
- **publisher**
- **freelancers (copy editor, designer etc.)**
- **distributors**
- **readers**





From Manuscript to Book

- **Prepare the final text in accordance with Guidelines**
- **Negotiate and sign contract**
- **Cover, catalog**
- **Copy/language editing**
- **Approve copy editor's changes**
- **Typesetting, reading the proofs**
- **Indexing (by author, by indexer)**
- **Finalizing the cover**
- **Printing/ebook**

Marketing and Distributing

- **Format of the book (cloth, paperback, ebook)**
- **Distribution channels (traditional and digital): research and university libraries, bookstores (baker and taylor, ingram, amazon)**
- **Sales kits**
- **Review copies**
- **Direct mail**
- **Social media**
- **Book launch**
- **Flyers**
- **Advertising**
- **Conferences, workshops, talks, events**

Your responsibilities as an editor of a collective volume

- ✓ **Handling authors, deadlines, copy-right issues etc.**
- ✓ **First contact to the publisher**
- ✓ **Copy editor might want to contact individual authors**
- ✓ **Copyright: written consent from authors**
- ✓ **Articles appearing in journals simultaneously (language, consent from publisher etc.)**

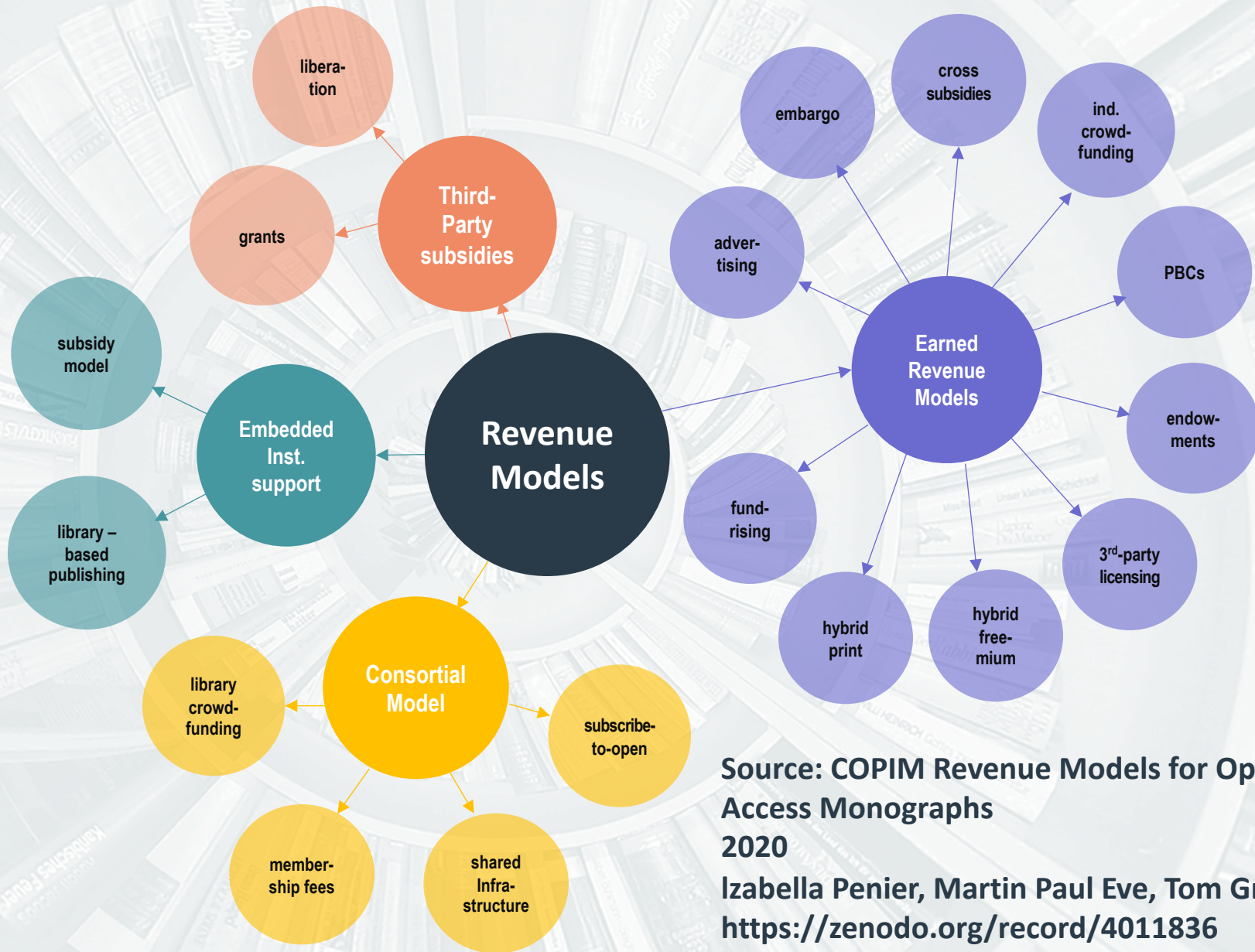
Copyright

- **See contract**
- **Copyright of texts, illustrations etc.**
- **Acknowledgments**

Publishing Open Access

- **Various business models are used to support open access books, including:**
 - **book processing charges (EUR 6000-13000)**
 - **institutional subsidy**
 - **library membership**
 - **freemium models**





Source: COPIM Revenue Models for Open Access Monographs 2020

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<https://zenodo.org/record/4011836>

So who pays?

- Author
- Universities
- Research centers
- National funding institutions
(<https://www.openaire.eu/os-romania>)
- European Research Council
- Libraries