International Academic Book Publishing

From Research to Book





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)

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 ake a life for yourself. May God Diess everyone. May last Violage to the family. I did not kill Virginia Tucker. nsorry for what I did. I'm sorry for the vicinity and the last words will be a life for yourself. May God bless everyone. My last words will be

orld. I'm sorry for myself and Tiff 30Hy to the large in here. I know it's been 20 han from Jackson. I'm sorry. God bless everybody in here. I know it's been 20 with a syringe in my arm and this day is ending with a needle in my words together. I am nervous and it is hard to put my thoughts tog unconditional as mama always told us. I may be gone in flesh bu ack and Irene, I love you guys. Tell my family I love them. I am

> grand-babies and Daddy - I love you Pam. I love you Brent, grand-babies and Daddy - Hove you rail. Provided the Lord thanks for all Hole day. the Lord thanks for all He's done! To my beautiful family.

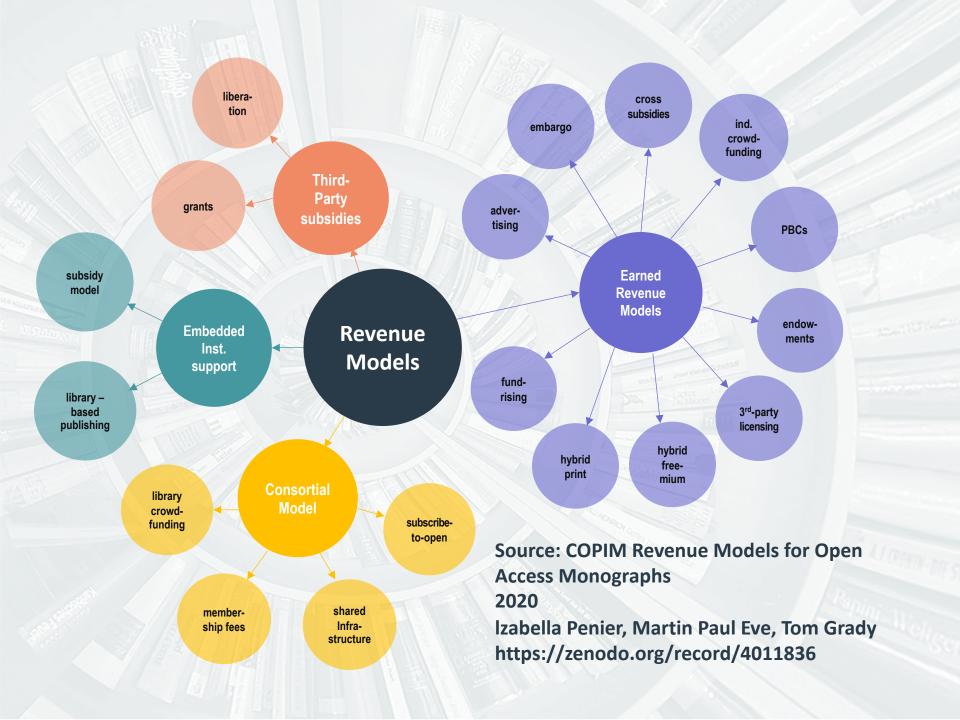
- I want to say I'm sorry for the cruel things I did. I'm I Handling authors, deadlines, copy-right issues etc.
- First contact to the publisher solace. You lost someone you love v
- Copy editor might want to contact individual authors
- ing to replace your father, your lov ✓ Copyright: written consent from authors

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- ✓ Articles appearing in journals simultaneously (language, consent from publisher etc.) ie victim's family. I received your poem and I am way from his responsibilities. I'd like t hank you for your forgiveness. I am sorry. Ashlee, Pal





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



So who pays?

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