

Academic Publishing in the Twenty-First Century

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Managing Editor, Digital Projects



CAMBRIDGE
UNIVERSITY PRESS

TOPICS

- The editorial commissioning workflow
- Digital Publishing and Ebooks
- Open Access and Open Data
- Further information
- Q&A

Cambridge University Press

- The oldest publisher in the world (1584)
- Academic, ELT and Education Groups
- Overseen by Syndicate
- Not-for-profit
- Global offices and teams
- c. 1000 new academic books published each year and over 300 ongoing journals

What we publish

- Monographs
- Textbooks
- Coursebooks
- Reference works
- Online products
- Journals
- Trade books (very rarely)

Commissioning

- Proposal; or invitation to submit a proposal
- Full ms or proposal: in-house assessment
- The importance of turning books down!
- Peer review process
- Two positive reviews: internal committees
- The role of the Press Syndicate
- Formal approval to issue a contract

Getting books ready for production

- Editorial staff in-house:
 - Chase the author!
 - Check or order illustrations
 - Coordinate cover image
 - Write blurbs
 - Prepare metadata
 - Brief design and production
 - Work with editorial services team to brief the copy-editor

But... there's more to it

- Sales
- Marketing
- Data Care
- (Digital) Operations
- Digital Development
- Content Services
- Finance
- Royalties
- Customer Services
- Stock Management
- General Management

- IT
- Catering
- Facilities
- HR
- Legal services

... all need to be employed from sales income and form part of the cost of production

The digital revolution

Before

- Book, hardback/paperback

After

- Book, hardback/paperback
- Cambridge Books Online
- Kindle edition
- Nook edition
- Kobo edition
- Ebooks.com edition
- Ibooks edition
- And more...



Benetech



SPAN

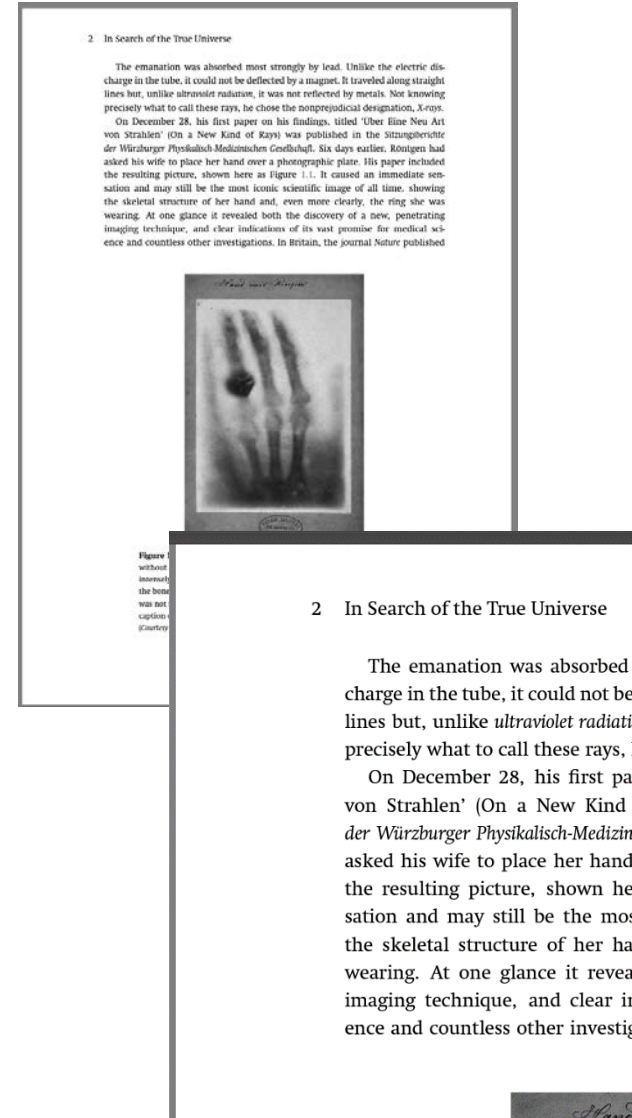
Simultaneous **P**ublication and **A**dvance **N**otification

- Print and eBook files are created together, checked together, distributed together.
- Forthcoming titles report for CBO
- Pre-order pages with Kindle and other eRetail vendors
- In 1 year, we have taken ePub and Kindle eBooks from **40%** simultaneity with the print to **94%** simultaneity.

Types of eBook

Fixed Layout – PDF/Adobe

- replicates print book, but includes links and searchable text
- content is fixed in place, as on a printed page
- user can zoom, but cannot reflow pages
- better results for illustrated or technical content
- less effective on small screens

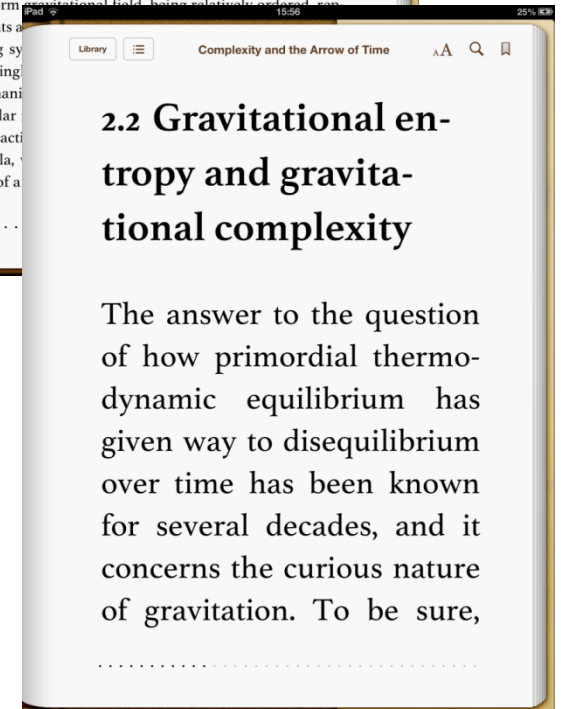
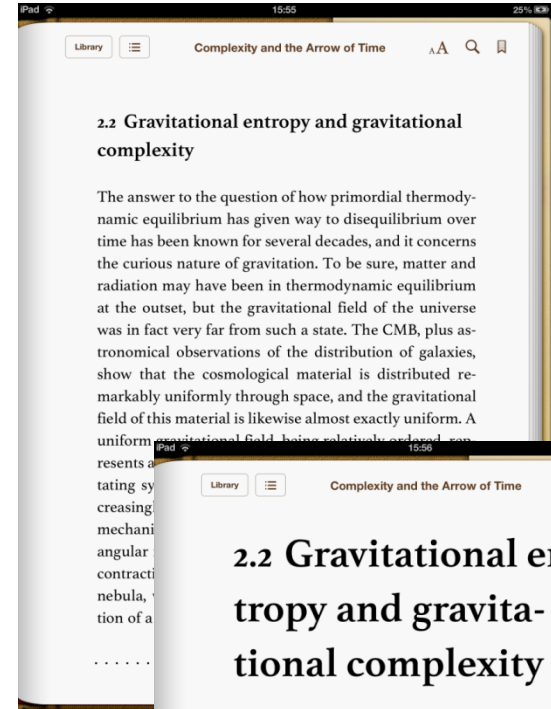




Types of eBook

Reflowable – ePub/HTML

- does not necessarily replicate design/layout of print PDF
- user can select text size
- enhanced reading experience on tablets, mobile devices and eBook readers
- works well for titles with straight text



The Importance of XML

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Author's typescript

Typescript for copy-
editing and
indexing

XML

Print proofs for
checking

eBook proofs
for checking

ePub eBook

Adobe eBook

Print PDF

New developments

- Ebooks
- Digital library platforms
- Open Data
- Open Access

Open Access

- Research articles free to read online
- Cost of production paid for by author, or their university
- A reaction against expensive books/journals
- Now a requirement from many funding bodies and governments

Open Access: the current state

- At Cambridge, we
 - Publish OA articles in OA and hybrid journals, collecting APCs
 - Participate in Knowledge Unlatched
 - Are defining Green and Gold OA policies for books and journals
 - Are actively experimenting with OA books
 - Are talking to funding bodies about future Gold OA books

Further information

- How to prepare a book proposal:

<http://authornet.cambridge.org/information/proposaluk/>

- The world of academic publishing:

<http://scholarlykitchen.sspnet.org/>

- Specific questions, email me at:

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