Academic Publishing in the Twenty-First Century

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Managing Editor, Digital Projects



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 Publication and Advance Notification

- 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

2 In Search of the True Universe

The emanation was absorbed most strongly by lead. Unlike the electric discharge in the tube, it could not be deflected by a magnet. It traveled along straight lines but, unlike altrawister radiation, it was not reflected by metals. Not knowing necessity what to call these raws, he chose the nonpresided designation. X-rus.

On December 28, his first paper on his findings, titled 'Über Eine Neu Art von Strahlen' (Dan New Kind of Kasy) was published in the Strangsperiotite der Wirzleutzer Physikalish Medizinishen Gesdfelstigh. Six days earlier, Körtigen habed anked his wird to place her hand over a photographie plate. Bis paper include the resulting picture, shown here as 'ligare 1.1. It caused an immediate sensition and may still be the most icloud scientific lange of all time, showing the skeleral structure of her hand and, even more clearly, the ring she was warring. At one gainee it revealed both the discovery of a new, penetrating imaging technique, and clear indications of its wast promise for medical exce and countered sother investigations. In Britain, the journal Nature published



Figure 1 without intersely the bone was not caption of (Courtee)

2 In Search of the True Universe

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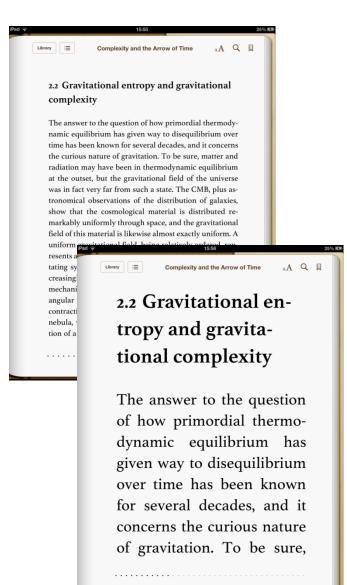




Types of eBook

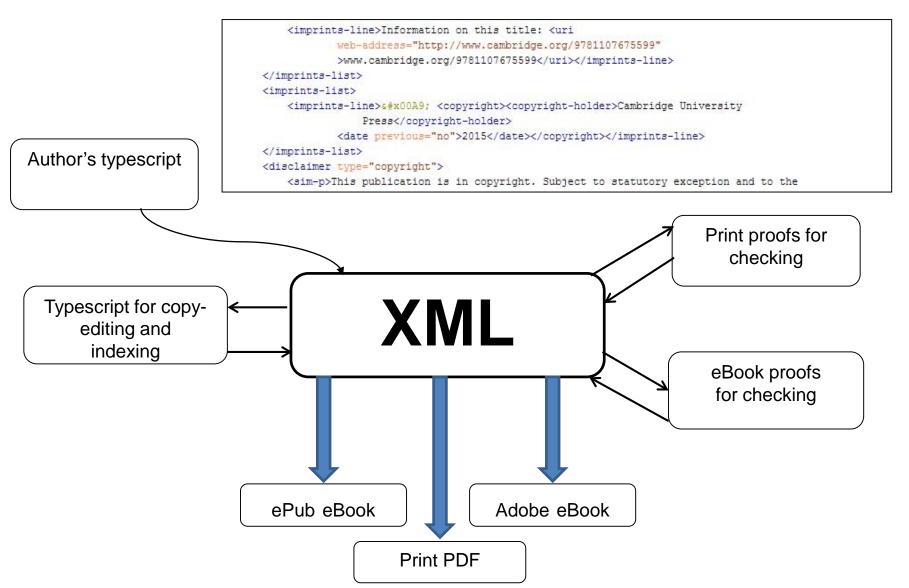
Reflowable – ePub/HTML

- 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



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:

mscheltens@cambridge.org

