

PUBLISHING SCIENTIFIC BOOK WITH INTERNATIONAL PUBLISHERS

Azam Raofi

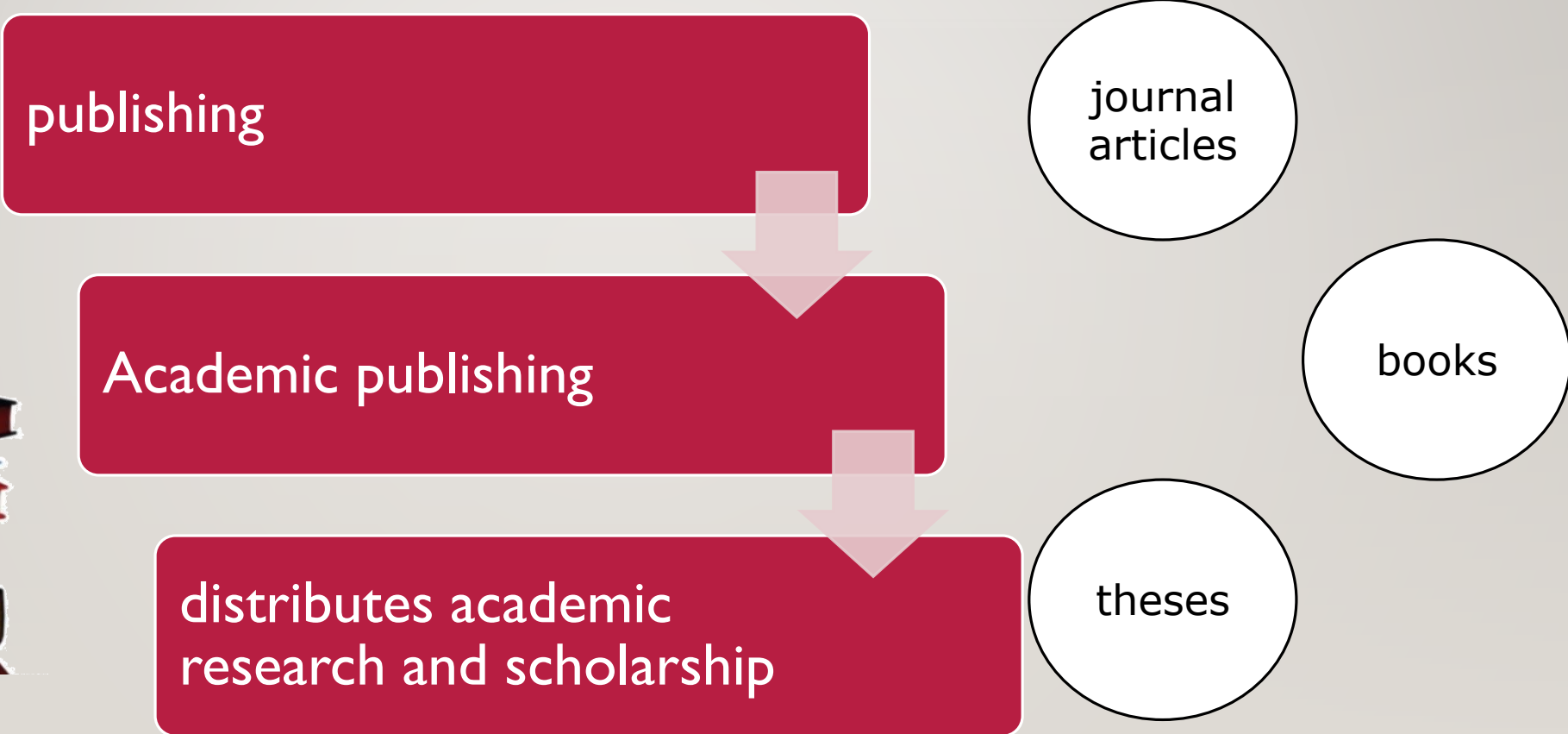
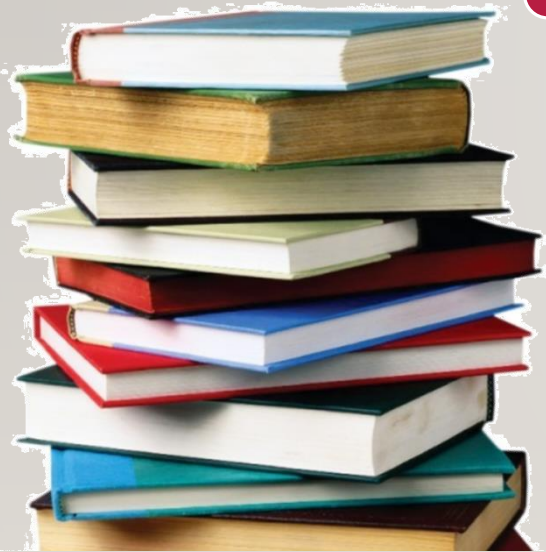
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ACADEMIC PUBLISHING



JOURNAL ARTICLE VS. BOOK CONTENT

Provide **different types of content**, but they are **fundamentally interlinked** researchers **need both** to build a complete knowledge around a topic

JOURNAL ARTICLE

Depth in a growing discipline
(monodisciplinary)

- Specialized knowledge
- Narrow focus
- Extreme depth
- Latest research and newest results

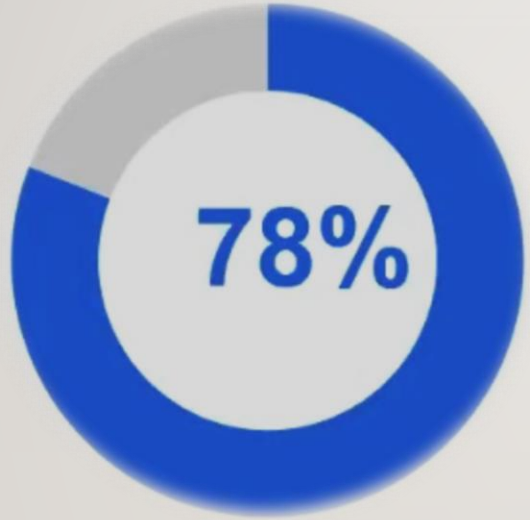
BOOK CONTENT

Breadth connection discipline
(interdisciplinary)

- Broader view of a topic
- Expert opinion on fundamental topics
- Differing opinions and complexity in one source
- Links to related fields, methods and materials



INTERDISCIPLINARY RESEARCH



78% do interdisciplinary research



Need the **most relevant content** to answer their questions irrespective of the content **type** or **format**

ACADEMIC PUBLISHERS RANKINGS

- American Political Science Rankings
- SENSE rankings
- Spanish National Research Council rankings
- Granada Rankings
- Libcitation rankings

*Top 10
academic
publishers 2021*



AMERICAN POLITICAL SCIENCE RANKINGS (2007)

TOP-RANKED (A+) PUBLISHERS

1. Cambridge University Press
2. University of Chicago Press
3. Columbia University Press
4. Harvard University Press
5. MIT Press
6. Oxford University Press/Clarendon (UK/US)
7. Princeton University Press
8. Stanford University Press
9. University of California Press
10. Yale University Press

SECOND-RANKED (A) PUBLISHERS

1. Alfred A Knopf
2. Allen & Unwin
3. Cornell University Press
4. Duke University Press
5. Edward Elgar
6. Elsevier Science Ltd
7. IPA, Warsaw
8. Johns Hopkins University Press
9. Kluwer
10. Manchester University Press



SENSE RANKINGS (EVERY YEAR SINCE 2006)



Research School for Socio-Economic &
Natural Sciences of the Environment

- A-publishers: "**few top**-notch international publishers";
- B-publishers: "**good** international publishers";
- C-publishers: "**decent** international publishers and **excellent** national publishers";
- D-publishers: "professional publications published by **major** international organizations and **good** national publishers";
- E-publishers: "publications mainly published for a **non-academic** general public by national organizations and small local publishers".

SENSE RANKINGS (2017)

TOP-RANKED (A) PUBLISHERS

1. Academic Press (Elsevier)
2. Cambridge University Press
3. Oxford University Press
4. Routledge
5. Sage Publications
6. University of Chicago Press
7. Wiley

TOP-RANKED (B) PUBLISHERS

1. Ashgate
2. Brill
3. CABI
4. Edward Elgar
5. Elsevier
6. Nomos
7. Springer Verlag
8. Taylor and Francis



Research School for Socio-Economic &
Natural Sciences of the Environment

SPANISH NATIONAL RESEARCH COUNCIL RANKINGS (2012 & 2014)

1. Cambridge University Press
2. Oxford University Press
3. Springer Nature
4. Routledge
5. Elsevier
6. Peter Lang
7. Thomson Reuters
8. Blackwell
9. De Gruyter
10. McGraw Hill



GRANADA RANKINGS

1. Springer
2. Palgrave Macmillan
3. Routledge
4. Cambridge University Press
5. Elsevier
6. Nova Science Publishers
7. Edward Elgar
8. Information Age Publishing
9. Princeton University Press
10. University of California Press



BOOK AUTHORS / BOOK EDITORS

Both Editors and Authors are:

- Respected experts from their field
- Able to identify a market need (subject matter and target audience)
- Plan the scope of the content
- Supported by Elsevier's in-house staff to produce a high-quality end-product
- Paid by the Publisher in the form of a royalty (% of sales)



Volume Author

- Writes 100k words in ~1 year
- Deliver well-referenced MS
- Explain science and how to apply it
- Have inter-disciplinary expertise to deliver content for readers with varied backgrounds

Volume Editor

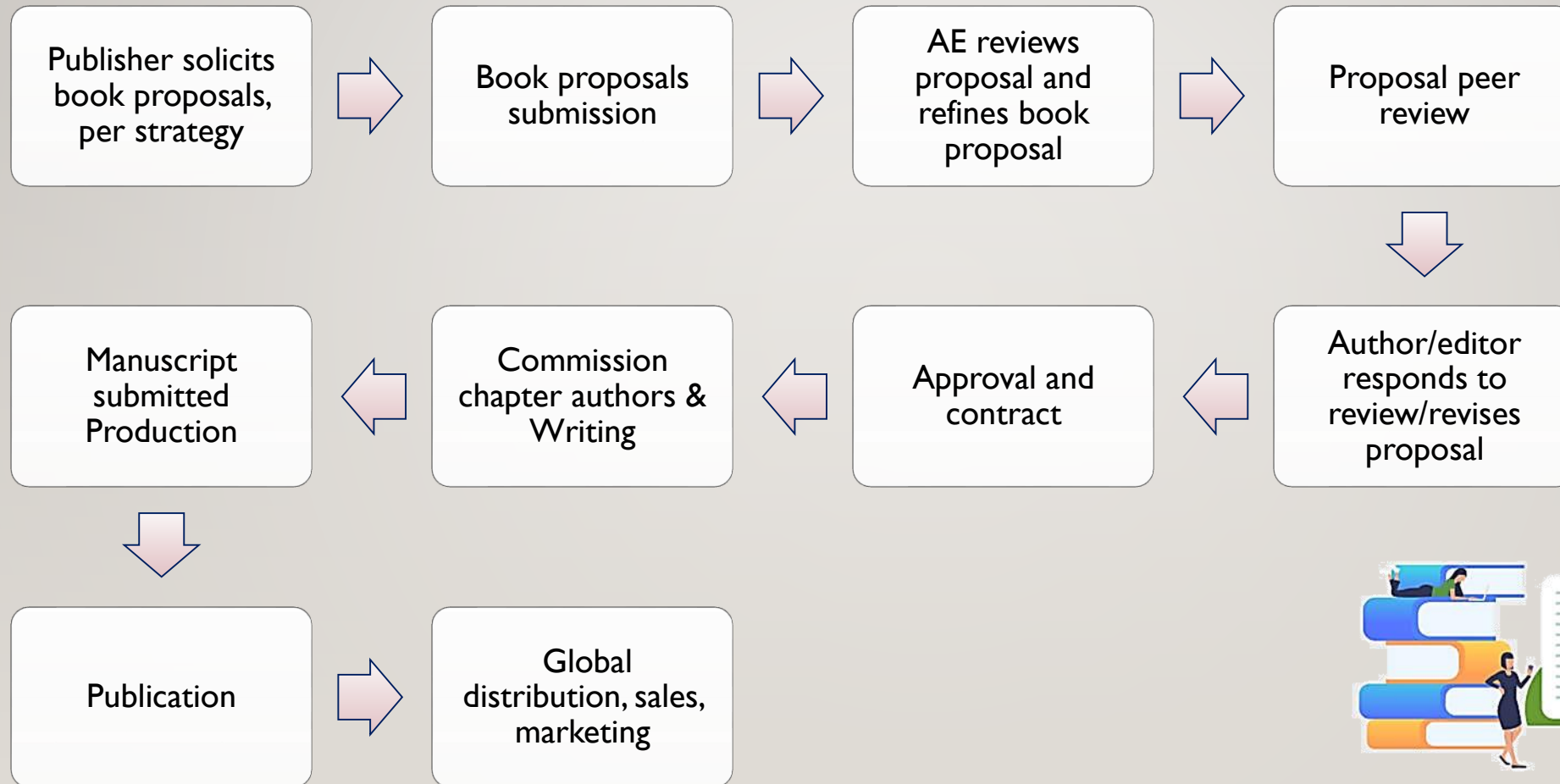
- Design table of contents
- Secures chapter authors
- Perform overall scientific editorial review of each chapter

Chapter Author

- Work with the volume editor to plan chapter coverage
- Writes 7-10k words in ~6 months
- No payment involved (and no fees to pay).

END-TO-END OVERVIEW

BOOK PUBLISHING PROCESS



SUBJECT AREAS



- Applied Computing
- Biomedical Engineering
- Biomedical Research
- Chemistry
- Clinical Education
- Continuing Medical / Health Education
- Data and Analytics
- Earth Science
- Energy
- Engineering
- Environmental Science
- Food Science and Nutrition
- Life Sciences
- Materials Engineering
- Materials Science
- Medical Education
- Medicine
- Neuroscience
- Nursing
- Nursing Education
- Psychiatry
- Psychology
- Surgery
- Sustainability Science
- Transportation

WRITING THE **BOOK PROPOSAL**



Working title (title / subtitle / keywords)



Author(s) or Editor(s) Information



Audience (primary and secondary / benefits to audience)



Background and Purpose



Competition and Similar Books



Table of Contents / Timeline



Sample Chapter / Feedback From Reviewers

SUBMITTING YOUR BOOK PROPOSAL

Book proposals
submission

- Download and fill out the [proposal](https://www.elsevier.com/___data/assets/word_doc/0009/834750/Elsevier-Book-Proposal-General.doc) (https://www.elsevier.com/___data/assets/word_doc/0009/834750/Elsevier-Book-Proposal-General.doc)
- Find out who the Acquisitions Editor is in your field
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 - early guidance on the topic/trends/competition
 - different proposal from that they prefer
- Send the completed form to: authorquery@elsevier.com
 - Proposal in [subject area] / [author name: working title]
E.g. Proposal in mechanical engineering / Smith:Advances in Applied Mechanics



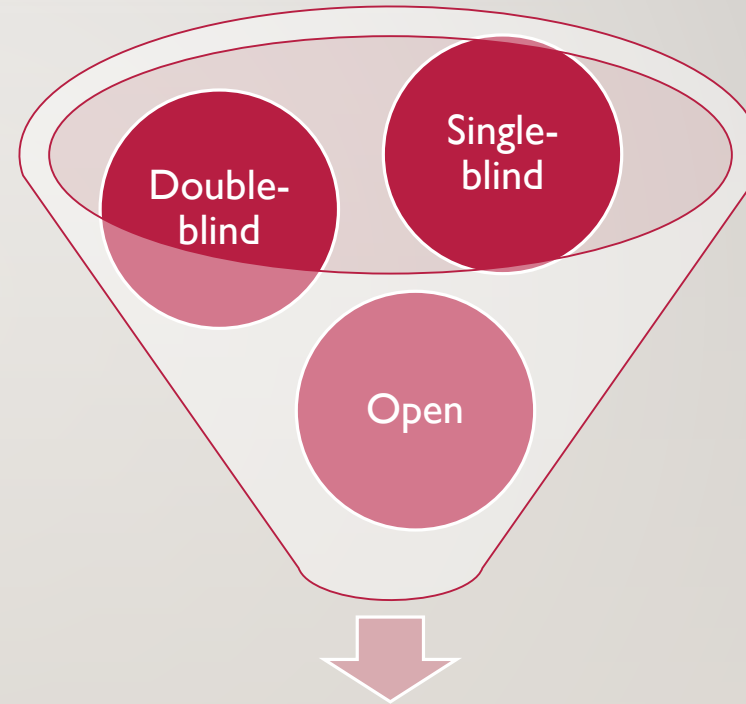
The image shows a screenshot of the Elsevier Book proposal form. The form is titled "Elsevier • Book proposal form" and is divided into several sections:

- Working title:** Titles and subtitles should be focused to include key terms that readers would use if searching for information on this topic.
- Keywords:** Include key terms (not already included in the title/subtitle) that readers would use if searching for information on this topic.
- Author/Editor information:**
 - Specify if this book is authored or edited
 - Include address and contact details, qualifications and experience, and a short biography for all book authors and/or editors
- Primary audience:** Please indicate the most relevant target audience.
- Secondary audience:** Please describe your entire audience in as much detail as possible, e.g. industry sector, job role, level, subject specialism. If the book could be used for a course please provide details, including program and level.
- Background and purpose:**
 - Provide a brief description of this book, similar to what you would find on the back cover of the published book



PEER REVIEW

- Elsevier staff evaluation
- Selected external reviewers



THE BOOK PROPOSAL PROCESS

Proposal
Submitted to
Acquisitions
Editor

Proposal
Receives Peer
Review

Editorial
Analysis to
Author/Editor;
Revise
Proposal

Book Formally
Proposed at
Publisher

Approval



CONTRACTING A BOOK



Specific terms of the contracts may **vary**, but some **key points**:



After project approval, your Acquisition Editor will deliver a contract for **electronic signature** via DocuSign.



A final **manuscript due date** will be specified, and it is critical to maintain this date.



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Editor/Author **royalties & complimentary copies** outlined

BOOK MANUSCRIPT DEVELOPMENT

Once your project is approved and contracted, the **writing process** can begin.

- For the manuscript development phase:
 - Editorial **Project Manager** assigned
 - Detailed **author guidelines** provided
 - Delivery in Elsa / EMSS **authoring platform**

Manuscript elements:


- Final list of contributors (Edited)
- Sample chapter (authored)
- Text, Equations, Tables, and References
- Keywords and Abstracts
- Artwork – delivered as separate files
- Permissions for any **3rd party** content
- Cover image, Back Cover Copy
- Optional - preface, foreword, glossary, appendices



THIRD PARTY PERMISSION

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- completed permissions log

	A	B	C	D	E	F	G	H	I	J	K
	Project ID / Publication Name	Permission Status (Mandatory)	Chapter Title	Elsevier Author Name	Item ID (mandatory)	Previous Edition Item ID	PII/ID	Caption Title	Source (mandatory)	Source Chapter	Elsevier source (Yes/No)
1	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.1			Global Economy Trend 2010-2020	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
2	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.2			Real GDP (Percent change from previous year)	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
3	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.3			Consensus Forecasts of Global GDP Growth	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
4	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.4			Consensus Forecasts of GDP Growth for 2020, February-June 2020	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
5	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.5			Forecasting the Effect of Social Distancing with and without Universal Masks Use on the Global Prevalence of COVID-19	Institute for Health Metrics & Evaluation. COVID-19 Projections, 2020; https://covid19.healthdata.org/ . Accessed Dec 11, 2020.		No
6	Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.6			How SDGs Have Been Influenced by COVID-19	United Nations. The Sustainable Development Goals Report 2020. New York, NY, USA: United Nations Publications; 2020.		No
7											
8											
9											



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BOOK PRODUCTION

Production Manager Assigned

- Copyediting
- Proofreading
- Indexing
- Manufacturing

HOW TO SELF-PUBLISH A BOOK

CORPORATE
REBELS



Timing

- Depends on length/complexity of manuscript, but usually **3 to 6 months**

