



Navigating the Book Publishing Process

25 March 2009

Nanyang Technological University

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Answers to Key Questions

- How to get started
- When to consider co-authors
- How to identify the right publisher
- What is the book proposal process
- How to negotiate the contract
- What about art, references, and permissions
- What happens when you're done
- Q&A



How to get started

- **Know thyself.** What is your motivation for writing? Does it fit successful book writing?
 - Fame?
 - Fortune?
 - Influence?
- **Know your audience.** Are they students, researchers professionals? What do they need to succeed?
 - What degree program, level, course –geography?
 - What are the teaching and learning challenges?
 - What information do they need to be successful?
- **Know your book.** What is the scope, level of detail, approach for addressing the subject and audience need.
 - Comprehensive or targeted? Top down, bottom up?
 - Pedagogical features?



How to get started

- **REALLY know your book.** Completely outline the book. Envision how you will present the material.
 - Start broad then go deep until you have outlined to the second level heading of each chapter
 - Include appendixes, glossaries, etc.
 - Will there be code, diagrams, photographs, tables? Estimate how many per chapter
 - What pedagogical features will you include in each chapter?
- **Know the competition.** What is already published? How will your book be better/different?
 - How does your target audience currently get this information?
 - What has been successful in the market and why?
 - How does your book compare with what is currently available?



When to consider co-authors/ contributors

The Getting Started Process will identify gaps.

- **Knowledge gap:** Invite contributors to write individual chapters, case studies, problem sets, labs.
- **Market gap:** Invite a co-author from a different university/region to add to marketability of textbook.
- **Experience gap:** Invite a co-author to complement your subject/industry knowledge with specific book writing experience.
- **Time gap:** More hands will complete the job faster as long as the communications overhead is not too great.



How to choose the right co-author/contributor

- Know in advance how much control you need over content & process
- Identify the specific talent you need and who has it
- Make sure your co-author has the time as well as the expertise.
- Determine the complete role of the co-author.
- Co-authorships work best when the individuals
 - Communicate well
 - Know and appreciate each other's strengths and weaknesses.
 - Have shared expectations



How to choose the right publisher

- **What do you want from a publishing partner ?**
 - Broadest possible distribution of my ideas.
 - Fast publication schedule.
 - Production quality that supports my content.
 - English is not my first language, I need support to ensure the text is grammatically correct.
 - Market knowledge to ensure that the target audience is aware of my book.
 - Ability to sell my book in e-versions.
 - Price the book fairly for my students.



How to choose the right publisher

Follow these clues!

- Look on your shelf. Who publishes what you read?
- Who publishes the journals you read and submit papers to?
- Which publishers ask you to review book proposals or manuscripts?
- Ask colleagues about their experiences with publishers as a reviewer or an author.
- Which publishers display books at the conferences you attend, at the bookstores you visit, at the online bookstores you order books from, send you direct mail advertisements, or email announcements?



How to choose the right publisher

Find the right editor for your book at the publishing house.

- Look on the publisher's website
- Ask publisher sales reps
- Ask your own colleagues
- The right person will have a title like
 - Acquisitions Editor
 - Sponsoring Editor
 - Commissioning Editor
- And will specialize in acquiring books in your field
- Talk to the editor and learn as much as possible about their ability to deliver what's important to you.



What is the book proposal process?

Helps the publisher evaluate the project and the author by asking:

- Why are you writing
- Who are you writing for
- What are the specific benefits your book offer to your target reader
- What is the competition and how does your book compare
- Provide a detailed Table of Contents
- Provide sample chapters

Helps the author fine tune the project and evaluate the publisher by learning

- What changes need to be made to make a successful book
- Is this the publisher and editor I want to work with.



What is the book proposal process?

Steps and roles in the book proposal process

- Author: Submits the book proposal and sample chapters
- Publisher: Sends the material out for review
- Publisher: Shares results with Author and asks for reactions.
- Author: Determines what changes are needed to address reviewer comments
- Author and Publisher: Come to agreement (or not) on the changes needed to meet market need.



How to negotiate the contract?

Opportunity to clarify:

- What you do, what promises you make, and liabilities you undertake
- What the publisher does, what promises it makes, and risks it undertake

Step One: Understand the standard terms: a rights exchange.

- Author gives publisher the exclusive right to publish the work.
- Publisher pays the author a royalty based on sales of the work.
- Publisher promises to publish the work.
- Author promise to deliver the book according to certain procedures and deadlines.
- Author certifies that the material belongs to the author and has the legal right to give the rights to the publisher
- Author certifies if including material created by others has permission to do so.



How to negotiate the contract?

Step Two: Agree on the specific terms for your project.

- Delivery of draft and manuscript
 - What it includes, how many published pages, how much art, labs, etc.
 - When: specific dates
 - How : electronic, disk, ftp. Formats for text, art., etc.
- Royalty rate for various versions of the content.
 - Either a percentage of the list price or the net price.
 - Ask how many copies they expect to sell of the main edition first printing and life of edition to determine your income.

Step Three: Review your objectives

- Ensure there is a shared understanding of how you and the publisher *together* will reach these objectives.



How to negotiate the contract?

If you are a contributor

Sign a rights transfer agreement with the publisher

- Gives the publisher the exclusive right to publish: this means you must ask publisher for permission to use this material in future papers or books.
- Specifies delivery of your chapter(s) manuscript
- What it includes, how many published pages, how much art, labs, etc.
- When: specific dates
- How: electronic, disk, ftp. Formats for text, art., etc.

Negotiate compensation

- If a single chapter in an edited volume, likely to be offered a copy of the book
- If one or more chapters in a single-author book; likely to be offered a flat fee



What about Text Files Art, Refs & Permissions?

Ask for the Publisher's Guidelines

Art & Text Files:

- What are the specific delivery requirements for art & text delivery and file formatting.
- What kind of support does the publisher offer to help you meet these requirements

References

- Is there a house style for references?
- Can you use the style you normally use for your journal papers?
- End of chapter or end of book?



What about Text Files Art, Refs & Permissions?

- **Who is responsible** for obtaining and paying for permissions?
 - The contract specifies both of these.
 - **What needs permission?**
 - You must query the copyright holder for permission
 - to use any figure, photograph, table, code, etc.,
 - to use text as Display quotations, for example as Part or Chapter opener text.
 - to use more text than is permitted under the fair use doctrine. See http://en.wikipedia.org/wiki/Fair_use for a thorough discussion.



What about Text Files Art, Refs & Permissions?

- Mechanics of asking for permission
 - Ask if Publisher is signatory to Open Access. This is an online system that supports immediate and free permissions
 - Publisher will supply what they need as proof you have obtained permissions.



What happens when you're done?

Editor accepts the final draft manuscript

- **Releases it to production**
 - *Copyedit
 - Typesetting or composition of text, tables, code
 - *Layout or interior design
 - *Cover design
 - *Proof of first and second pages
 - Art sizing, redrawing, or fine tuning
 - Creation of final printer ready files
 - Printing, binding, shipping to warehouse
 - Shipping to customers
- **In parallel with release to production, release to marketing**
 - *Marketing department implements the marketing plan



What happens when *we're* all done?

Celebrate!



Q&A?

- **What is the Elsevier Asia Pacific Book Publishing Program?**
 - New Initiative
 - Based in New Delhi
 - We publish the work of authors based throughout Asia Pacific
 - In these disciplines
 - Computing
 - Engineering
 - Life Sciences



Q&A?

- **What is the Elsevier Asia Pacific Book Publishing Program?**
 - In these genres
 - Undergraduate and postgraduate textbooks
 - Professional references
 - Major references
 - For these markets
 - Local South Asian market
 - Global market



Q&A



Thank you

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