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Publication of academic books by international publishers

Work Shop;7.9.2022

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Course content

- ✓ Identification of international publishers
- ✓ Communication methods with international publisher
- ✓ Types of contracts with international publishers
- ✓ Book publishing process with international publishers

Books?

- ✓ **what is the relevance of books?**
- ✓ **Why do we still buy and read books?**
- ✓ **If there is no reader, why will anyone write a book?**

Let's look at the benefits of publishing a book and understand why websites and blogs do not replace books as the ultimate source of knowledge and experience (they are useful for quick reference though).

6 Reasons Why You Should Publish Your Writing as a Book

6 reason

- ✓ 1. Documentation
- ✓ 2. Create Your Own Brand
- ✓ 3. Become a best-selling author
- ✓ 4. Writing as a Therapy or Inspiration
- ✓ 5. Share Information
- ✓ 6. Write as a Voice of Justice

1. Documentation:

- ✓ If you think you have a unique line of thought and your concepts are unrivaled and unprecedented and most importantly beneficial for society, the best thing you can do is to write about them so that others can learn and improve on them.
- ✓ Many research and records were lost in the past as they were not treated and handled properly and responsibly.
- ✓ If you are a great thinker you have a philanthropic responsibility. Through writing and publishing, your creation is documented for reference for your own generation as well as the upcoming ones. This is your scope to leave your trail of ideas behind.
- ✓ If it is good enough, you can even earn the unique right and recognition of your work as the first proponent in the field.

2. Create Your Own Brand

- ✓ You can write a book to advance your career and build your portfolio and credibility in your field.
- ✓ The same logic applies here. Despite your dissertation, conference presentation, classroom lectures, and even blogs, you still have something unsaid and unshared.
- ✓ Writing a book brings you an excellent opportunity to share those ideas of yours with the world.
- ✓ When you author a book it builds on your reputation and makes you almost an authority on your subject.
- ✓ A book is also a real document of your academic finding and weighs much more than the words of the patronisers.

3. Become a best-selling author

- ✓ If writing is your bread and butter and you have got what it takes to become a best-selling author
- ✓ you probably know your checklists, starting from creating the right content to the appropriate marketing of your book.

4. Writing as a Therapy or Inspiration

- ✓ To help others overcome a personal obstacle.
- ✓ Many a time, we go through a certain type of psychological or physical problem where a remedy is neither available nor easy. Writing certainly offers redemption and sometimes one may feel compelled to write out an uncomfortable feeling to get rid of it.
- ✓ Such books about a personal journey or achievement can help people shake off similar discomforts.

5. Share Information

- ✓ This is one of the commonest reasons for writing books: Sharing information on a specialized topic. There are many topics that are beyond the reach and understanding of common people.
- ✓ If you possess such secret knowledge and advanced skills, You can share them by writing and publishing a book. It is wise to remember that an unprecedented advancement in technology has brought in a democracy in the world of communication. One can get a cookery lesson or English class almost anywhere on the web but yet they are no replacements for the knowledge content and goodness of a book.

6. Write as a Voice of Justice

- ✓ Many authors use their authorship to campaign against social injustice or political unrest.
- ✓ If you have a strong sentiment for the unfairness and inequality surrounding you and you want to bring about a change for the betterment of the society, you may feel like writing a book about these burning issues.

It's Complicated

When there is nothing wrong in learning from or writing on blogs or websites, for comprehensive knowledge on a subject, we must turn to books. So, keep writing and give a thought on publishing your book



Structure of a scientific paper

Types of scientific publications

- ✓ **book**
- ✓ **textbook**
- ✓ **handbook**
- ✓ **conference proceedings**

Book

- ✓ Most often a monograph written by a specialist(s), reviewed and edited by experts, focuses on one topic or related topics,

Textbook

- ✓ A collection of didactic materials. A textbook is a book containing a comprehensive compilation of content in a branch of study with the intention of explaining it.
- ✓ Textbooks are produced to meet the needs of educators, usually at educational institutions. Schoolbooks are textbooks and other books used in schools.

Handbook

- ✓ A collection of instructional materials.
- ✓ A handbook is a type of reference work, or other collection of instructions, that is intended to provide ready reference. The term originally applied to a small or portable book containing information useful for its owner, but the Oxford English Dictionary defines the current sense as "any book...giving information such as facts on a particular subject, guidance in some art or occupation, instructions for operating a machine, or information for tourists.

Conference proceedings

- ✓ A collection of texts, posters or presentations, presented at the conference.
- ✓ In academia and librarianship, conference proceedings is a collection of academic papers published in the context of an academic conference or workshop. Conference proceedings typically contain the contributions made by researchers at the conference.
- ✓ They are the written record of the work that is presented to fellow researchers. In many fields, they are published as supplements to academic journals; in some, they are considered the main dissemination route; in others they may be considered grey literature. They are usually distributed in printed or electronic volumes, either before the conference opens or after it has closed.

Structure of a scientific paper

- ✓ **Dissertations** – scientific work giving grounds for the award of a scientific degree.

Based on MedLibTrain: zostań lepszym nauczycielem kompetencji informacyjnych

Structure of a scientific paper

- ✓ **Research reports** – description, a statement, a message on the work done,

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Structure of a scientific paper

✓ **statistical reports**

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Structure of a scientific paper

✓ **journal article**

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Structure of a scientific paper

Each book in [Oxford scholarship online \(OSO \)](#) contains the following:

- ✓ Title page, carrying title or Half-title
- ✓ bibliographic information
- ✓ Book abstract and keywords
- ✓ Table of contents
- ✓ Chapters, each with its own abstract

<https://oxford.universitypressscholarship.com/page/217/the-structure-of-a-book?>

<https://oxfordmedicine.com/page/the%20structure%20of%20a%20title/the-structure-of-a-title>

Structure of a scientific paper

The book may have the following sections;

1. Cross-references, including footnotes
2. Special characters
3. Figures and tables
4. Additional material such as videos

<https://oxford.universitypressscholarship.com/page/217/the-structure-of-a-book?>

<https://oxfordmedicine.com/page/the%20structure%20of%20a%20title/the-structure-of-a-title>

Carrying title or Half-title

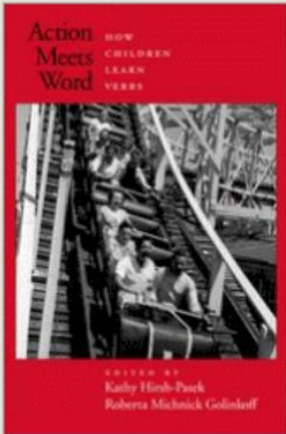
The half-title or bastard title is a page carrying nothing but the title of a book—as opposed to the title page, which also lists subtitle, author, publisher and edition. The half-title is usually counted as the first page (p. i) in a printed book. The half-title can have some ornamentation of the book's title, or it can be plain text.

Structure of a scientific paper

- ✓ Bibliographic information is descriptive information about a piece of work, such as author, title, date of publication, etc. Storing this information will help you to cite the sources you have used, thereby avoiding a last minute panic when you write up your work.

Structure of a scientific paper

Title page



Action Meets Word
HOW CHILDREN LEARN VERBS
EDITED BY
Kathryn Hirsh-Pasek
Roberta Michnick Golinkoff


Action Meets Word
Kathryn A. Hirsh-Pasek and Roberta M. Golinkoff

ABSTRACT
Words are the building blocks of language. An understanding of how words are learned is thus central to any theory of language acquisition. Although there has been a surge in our understanding of children's vocabulary growth, theories of word learning focus primarily on object nouns. Word learning theories must explain not only the learning of object nouns, but also the learning of other, major classes of words – verbs and adjectives. Verbs form the hub of the sentence because they determine the sentence's argument structure. Researchers throughout the world recognize how our understanding of ... [More](#) ▾

Keywords: language acquisition, vocabulary growth, word learning, object nouns, verbs, adjectives, early verb learning

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University of Delaware

[Find in Library](#)


This consists of the cover, title, author(s), abstract, keywords, and bibliographical information.

Author affiliations are given on the right.

On the left are links to WorldCat and Google books.

Structure of a scientific paper

Table of contents

Contents

[+]FRONT MATTER

Introduction

1 [Abandoned and Adopted in a New World](#)

2 Problems of Patrimony: Benjamin Franklin and Ann Sargent Gage

3 Adoption Averted in The Scarlet Letter

4 Plotting Adoption in Nineteenth-Century Fiction

5 Child Saving, Nation Building: The Wide, Wide World and The Lamplighter

6 Servitude and Homelessness: Harriet Wilson's Our Nig

7 The Limits of Nurture: Louisa May Alcott's Adoption Fiction

8 Charity Begins and Ends at Home: Edith Wharton's Summer

[+]END MATTER

This includes front matter, such as acknowledgements and end matter, such as bibliography, index and notes.

Structure of a scientific paper

Chapter

Abandoned and Adopted in a New World

Carol J. Singley

DOI:10.1093/acprof:oso/9780199779390.003.0001

[Download chapter \(pdf\)](#)

Abstract and Keywords

The early Puritans ambivalently left England, the mother country, portraying themselves as abandoned orphans. Sustained by the belief that they were chosen people, they also emulated salvation—adoption by God—by taking in others' children. The writings of Cotton Mather and Samuel Sewall demonstrate the fluidity of Puritan households and a commitment to helping children through informal and temporary forms of adoption. At the same time, however, a need for certainty and control, a fear of outsiders, and a patriarchal emphasis on genealogical continuity made early Americans suspicious of adoptive kinship.

Keywords: puritan, John Winthrop, Cotton Mather, Samuel Sewall, diary, Old World, New World, Bible

Driven to America by the strength of their belief, Puritan settlers turned to God for spiritual adoption, or salvation. A robust Calvinist theology practiced within a tight social framework created a family-oriented culture conversant with adoptive as well as biological kinship. Puritans placed a high value on children, their neighbor's as well as their own, and followed a model created by their first leader, John Winthrop, who declared in 1637 that "A family is a little commonwealth, and a commonwealth is a great family."¹ High mortality rates among adults and children meant blended families created through

Each chapter has its own abstract and keywords. You can switch between viewing and hiding these by clicking **[+] Abstract and Keywords**.

Structure of a scientific paper

Cross-references

Cross-references to other pages or parts of a book are purple. Click on one to follow it.

Footnote numbers, biographical entries, internet links, etc. are highlighted in blue. Follow the link by clicking on it.

Special characters

As far as possible we use appropriate characters to render correctly on screen all the specialized characters used in original texts, from the Latin letters of transliterated Sanskrit through classical Greek to mathematical expressions. For the latter we have used the new standard 'MathML' to ensure correct presentation.

For example:

E-step III: State-Space Covariance Algorithm

The conditional covariance, $\sigma_{k,k'|K}$, can be computed from the state-space covariance algorithm and is given for $1 \leq k \leq k' \leq K$ by

$$\sigma_{k,k'|K} = A_k \sigma_{k+1,k'|K}$$

(16)

Thus the covariance terms required for the E-step are

$$\widetilde{W}_{k,k+1} = \sigma_{k,k+1|K} + x_{k|K} x_{k+1|K}^T$$

(17)

$$\widetilde{W}_k = \sigma_{k|K}^2 + x_{k|K}^2$$

(18)

Structure of a scientific paper

The conditional covariance, $\sigma_{k,k'|K}$, can be computed from the state-space covariance algorithm and is given for $1 \leq k \leq k' \leq K$ by

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(17)

$$\widetilde{W}_k = \sigma_{k|K}^2 + x_{k|K}^2$$

(18)

Figures and tables

Figures and tables are included in the chapter text.

[Back to top](#)



How to publish a book?

publish a book

There are two (not necessarily mutually independent) ways to publish a book:

1. Online

2. In print

Publishing a book online

- ✓ If you don't want to publish through an established publishing house, you can publish your work independently, for example through Amazon's Kindle Direct Publishing.
- ✓ PROS—Easy, quick, reach a wide audience, more autonomy.
- ✓ CONS—Fewer kudos, not reviewed.

Publishing in print

- ✓ Publishing in print For many people, this may be the most daunting part.
- ✓ Having done the earlier planning stages will help you write a good book proposal.
- ✓ Try not to be demoralized if your proposal is rejected, there are plenty of publishers out there.
- ✓ If you receive several rejections you'll have to consider if your book is really needed.

In Brief ; publishing your book will include the following stages:

- ✓ A synopsis of your book.
- ✓ The target audience.
- ✓ The unique selling point.
- ✓ The likely length of the book.
- ✓ A list of complementing and competing books.
- ✓ A few sample chapters.
- ✓ Some publishers will also stipulate other details—please ensure you check.
- ✓ If accepted, you'll sign a contract—know your rights.
- ✓ If rejected, submit to another publisher.
- ✓ Stick to agreed deadlines—contracts may become void if they are breached

In Brief ;publishing your book will include the following stages:

- ✓ Pay attention to feedback.
- ✓ Once you've completed a final draft, there are several steps before your book is printed:
- ✓ Submit final draft to publisher.
- ✓ Peer review.
- ✓ Draft accepted.
- ✓ Publisher typesets manuscript.
- ✓ Author sent proof from publisher, makes changes, then agrees final proof.
- ✓ Indexing book.
- ✓ Book published.
- ✓ PROS—More status, support/advice/reviews given.
- ✓ CONS—Takes longer, less autonomy

The process to publishing

Publish a book in 3Parts

- ✓ 1.Preparing a Submission Package
- ✓ 2.Looking for Publishers
- ✓ 3.Choosing a Publisher

1. Preparing a Submission Package



Write a query letter that introduces your protagonist and conflict

- ✓ Your query letter is the most important part of the submission package you will be sending to prospective literary agents. Therefore, you want to be thorough and professional while also demonstrating that you have a unique quality that sets you apart from other writers in the genre. Give agents a reason to think you are exceptional!
- ✓ The key components of the query letter are General information about your book:
 1. title, word count, genre
 2. Description of the hook: introduce the protagonist and main conflict
 3. Brief bio: relevant writing credits, credentials, and awards.

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The logo features a stylized blue 'S' with a white circle inside, set against a background of blue and white geometric shapes. Below it is an orange rectangular banner with white text.

Discover more with Scopus

Description of the hook

- ✓ A hook is an opening statement (which is usually the first sentence) in an essay that attempts to grab the reader's attention so that they want to read on. It can be done by using a few different types of hooks, which are a question, quote, statistic, or anecdote

1. Preparing a Submission Package



1. Preparing a Submission Package

Prepare a synopsis of your book with an overview of the narrative.

- ✓ A book synopsis provides an overview of your novel's entire narrative arc. This document reveals any major flaws in plot, conflict, and character development, and agents use it to determine if the events of the novel are realistic and make sense.

1.Preparing a Submission Package

- ✓ A book synopsis should be approximately one page, and accomplish the following three purposes Show the character arc and motivations of the protagonist
 1. Give a clear idea of the core conflict, as well as what is driving it
 2. Demonstrate how the conflict is resolved
 3. How the protagonist has changed

1. Preparing a Submission Package



1. Preparing a Submission Package

- ✓ **Build your writer's platform by sharing your work with readers.**
- ✓ A writer's platform refers to the size of that writer's existing audience.
- ✓ It is important to build up your own writer's platform prior to sending your submission package because this demonstrates that you already have access to readers of your book.
- ✓ Good strategies for building a writer's platform include:
 1. Writing a blog
 2. Building your social media presence
 3. Sharing your work with local writing communities

1. Preparing a Submission Package



1.Preparing a Submission Package

- **Find an agent by assessing your own creative values.**
 - ✓ Before choosing your representation, you should be confident that the agent shares your values.
 - ✓ Ask yourself whether you prefer an agent with more resources and a large clientele or an independent agent who will invest more time in your work;

1.Preparing a Submission Package

- ✓ whether you want an agent who will be active in the creative process or one who will focus primarily on the financial aspect instead. Then, identify strong candidates using online databases. These include:
 - ✓ PublishersMarketplace.com
 - ✓ AgentQuery.com
 - ✓ QueryTracker.net
 - ✓ WritersMarket.com

2.Looking for Publishers



2.Looking for Publishers

- **Create a book proposal that highlights your marketability.**
- ✓ Before you can find a publisher for your book, you need to prepare a book proposal. The book proposal is similar to the book synopsis, but it is more focused on financial viability — after all, you need to demonstrate that the publisher will make money from publishing your book.

2.Looking for Publishers

- The four main components of a book proposal are:
 1. A strong introduction, re-stating your writing credentials
 2. An outline of the structure of your book with a chapter-by-chapter analysis
 3. An overview of other books that address similar themes and are competing for the same readership
 4. An assessment of the market for your genre, a specific marketing plan to sell your book

2.Looking for Publishers

Identify prospective publishers by researching other books in your genre.

- ✓ The most straight-forward way of finding a publisher for your manuscript is by researching books that are similar to yours.
- ✓ The publishers of these books are the ones who specialize in your genre and, therefore, are more likely to consider publishing your book as well.
- ✓ Query these publishers directly with your submission package.

٢. Looking for Publishers



2 .Looking for Publishers

- ✓ Make publishing contacts by attending conferences and reaching out to peers.
- ✓ Publishing and writing conferences offer valuable opportunities to make connections within the publishing world.
- ✓ While publishing conferences offer greater access to the industry, writing conferences provide a more intimate setting for you to meet prospective publishers -- albeit on a much smaller scale.
- ✓ Additionally, writing conferences will allow you to meet other published writers who can then connect you with proven publishing resources.

2. Looking for Publishers

The screenshot shows the homepage of the Global Register of Publishers. At the top right, there is a 'Low bandwidth' toggle set to 'ON | OFF' and a 'LOGIN' button next to the 'isbn' logo. The main navigation menu includes 'Home', 'About ISBN', 'National ISBN Agencies', 'Using the register', and 'Contact'. Below the navigation is a search bar with a 'SEARCH' button, an 'ADVANCED SEARCH' link, and a 'HELP' link. A central banner features a globe surrounded by books and the text: 'All the publishers registered with the International ISBN Agency - data from national ISBN agencies from all over the world'. Below the banner are three columns of content: 'What is the Global Register of Publishers?', 'Searching the Register', and 'Tip'. The footer contains links for 'Terms and conditions', 'Cookie policy', and 'Privacy policy', along with the copyright notice '© 2014 International ISBN Agency' and the 'isbn' logo.

Low bandwidth: ON | OFF

Global Register of Publishers

LOGIN

[Home](#) [About ISBN](#) [National ISBN Agencies](#) [Using the register](#) [Contact](#)

Search [SEARCH](#) [+ ADVANCED SEARCH](#)
[HELP ?](#)

All the publishers registered with the International ISBN Agency - data from national ISBN agencies from all over the world

Image Courtesy: istockphoto.com

What is the Global Register of Publishers?

The Global Register is a free resource including:

- addresses and other contact details for publishers in more than 200 countries... [read more](#)

Searching the Register

You can search the Global Register by

- ISBN prefix (the first three of the five components of the ISBN)
- complete ISBN (some small publishers are allocated single ISBNs)... [read more](#)

Tip

If you're not sure which parts form the ISBN prefix, but do know the full ISBN you can search using the full 13 digits - simply keep removing one digit from the end of the search string until the search returns publisher information.

[Terms and conditions](#) | [Cookie policy](#) | [Privacy policy](#)

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2. Looking for Publishers

- ✓ Find prospective publishers by searching online databases. Online databases are yet another resource for contacting publishers.
- ✓ While these are the least personal option, they provide the greatest access to prospective publishers. Some trustworthy online databases include:
 1. <https://grp.isbn-international.org/>
 2. <https://www.firstwriter.com/publishers/>
 3. <https://www.publishersmarketplace.com/>
 4. <https://www.everywritersresource.com/bookpublishers/>

3.Choosing a Publisher



3.Choosing a Publisher

- **Evaluate publishers by assessing their previous success.**
- ✓ A publisher's main responsibility after purchasing a manuscript is to market the book and, ultimately, sell as many copies as possible.
 1. A good indicator of publishing success, therefore, is to check your prospective publishers' book sales.
 2. You should consider contacting other writers who have been published by the same publishers. Many are willing to advise fellow writers about a publisher's strengths.

3.Choosing a Publisher



3.Choosing a Publisher

- **Compare philosophies by asking questions about their practice.**
 - ✓ When working with traditional publishers, writers give up a lot of creative control.
 - ✓ You should ask prospective publishers to articulate their philosophies and objectives for your manuscript
 - ✓ What matters to them, artistically?
 - ✓ How do they plan on honoring your own wishes?
 - ✓ Does it matter to you how much say you have in the final product? If so, find a publisher who is willing to listen.

3.Choosing a Publisher

- Compare philosophies
- ✓ What is Comparative Philosophy? Comparative philosophy—sometimes called cross-cultural philosophy—is a subfield of philosophy in which philosophers work on problems by intentionally setting into dialogue sources from across cultural, linguistic, and philosophical streams.

3.Choosing a Publisher



3.Choosing a Publisher

- **Assess compatibility by attending a face-to-face meeting.**
- ✓ When you have narrowed your list of prospective publishers to a few remaining finalists, you should arrange face-to-face meetings with all of them.
- ✓ In addition to getting definitive answers to your questions, these meetings allow you to determine if your personalities and styles are compatible. This is no small determination — after all, you will be interacting very closely with your agent!

List of international publications abroad

international publications

- ✓ Penguin Random House Publishing: Penguin Publishing is one of the most famous foreign publishing houses located in New York City, USA and founded in 1927.
- ✓ Hachette Livre Publications: This publication was established in 1826 and is currently one of the best publications in France.
- ✓ Harper Collins Publishing: Harper Publishing was also established in 1989 in the United States and in New York City and is still working.
- ✓ Pan Macmillan Publishing: This publishing house was established in 1982 in London, England.

international publications

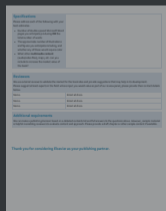
- ✓ Pearson Education Publishing: This old publishing house, which has 32,000 employees, was founded in July 1998, 19 years ago.
- ✓ Oxford University Press: The famous Oxford University Press is owned by Oxford University, which was founded in 1586 and is located in England.
- ✓ Bloomsbury Publishing: This publishing house, which is also the publisher of the Harry Potter novel, was founded in 1986. This publishing house is located in England and the city of London.
- ✓ Simon & Schuster Publishing: This publishing house is located in the United States of America and New York City. This publication was established in 1924



1



2



ELSEVIER



Elsevier • Book proposal form

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

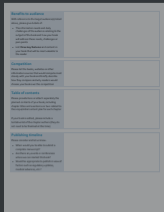
Author/Editor information

- 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

Dissemination



1



2



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.

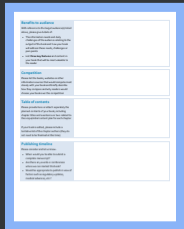
If the book could be used for a course please provide details, including program and level.

Background and purpose

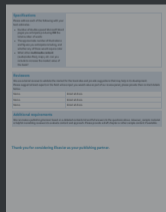
- Provide a brief description of this book, similar to what you would find on the back cover of the published book
- What is your purpose in writing this book? Why is there a need for a new resource in this area?
- What **problem** does this book solve for readers?



1



2



Benefits to audience

With reference to the target audience(s) listed above, please give details of:

- The information needs and daily challenges of the audience relating to the subject of the book and how your book will address these needs, challenges or pain points
- List **three key features** and content in your book that will be most valuable to the reader

Competition

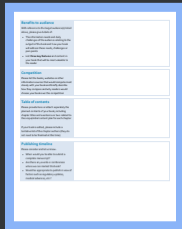
Please list the books, websites or other information sources that would compete most closely with your book and briefly describe how they compare and why readers would choose your book over the competition

Table of contents

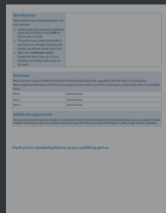
Please provide here or attach separately the planned contents of your book, including chapter titles and a sentence or two related to the scope/initial content plan for each chapter



1



2



3

Table of contents

Please provide here or attach separately the planned contents of your book, including chapter titles and a sentence or two related to the scope/initial content plan for each chapter

If your book is edited, please include a tentative list of the chapter authors (they do not need to be finalized at this time)

Publishing timeline

Please consider and let us know:

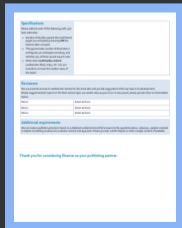
- When would you be able to submit a complete manuscript?
- Are there any events or conferences where we can market this book?
- Would be appropriate to publish in view of factors such as regulatory updates, medical advances, etc.?



1



2



3

Specifications

Please address each of the following with your best estimates:

- Number of double-spaced Microsoft Word pages you anticipate producing **OR** the total number of words
- The approximate number of illustrations and figures you anticipate including, and whether any of these would require color
- What other **multimedia content** (audio/video files), maps, etc. can you include to increase the market value of the book?

Reviewers

We use external reviews to validate the market for the book idea and provide suggestions that may help in its development.

Please suggest at least experts in the field whose input you would value as part of our review panel, please provide their contact details below:

Name:	Email address:
Name:	Email address:
Name:	Email address:

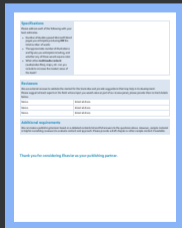
Additional requirements



1



2



3

Reviewers

We use external reviews to validate the market for the book idea and provide suggestions that may help in its development.

Please suggest at least experts in the field whose input you would value as part of our review panel, please provide their contact details below:

Name:	Email address:
Name:	Email address:
Name:	Email address:

Additional requirements

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Conclusions :

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