Publishing your research

- About Cambridge University Press
- Preparing your book proposal
- Negotiating your first book contract
- Cambridge Author Hub

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Acquisitions Editor (Social Sciences)
Cambridge University Press
Publishing your research

About Cambridge University Press
Cambridge University Press

• The world’s oldest publisher, founded in 1534
• Integral part of the University of Cambridge
• Offices in over 50 countries, trading in over 200

1534
Cambridge is granted a letters patent to ‘print all manner of books’ by Henry VIII
Humanities and Social Sciences (books)

- Law
- Politics International Relations
- History
- Area Studies
- Economics Finance
- Linguistics Language
- Anthropology Sociology
- Psychology
- Business Management
- Philosophy
- Music Drama Opera
- Archaeology Egyptology
- Religious Studies
- Literature
- Classics Byzantine Studies
Science, Technology, Medicine (books)

- Life Sciences
- Physics
- Earth & Environmental Science
- Electronics Engineering
- Mechanical/Aerospace Engineering
- Mathematics (Pure/Applied)
- Computer Science
- Statistics
- Biostatistics
- Financial Math Actuarial Studies
- Electrical Engineering
- Materials Science
- Psychiatry Clinical Psychology Neurology
- Obstetrics Gynaecology
- Emergency medicine Critical care
- Anaesthesia Pain management
Publishing your research

Preparing your first book proposal
How to get your book published?

• Why publish a book?
• How to decide which publisher
• Submitting a book proposal
• Seven tips for a strong book proposal
• The assessment process
• Life after acceptance
• Publishing ethics
• What do book publishers do?
Why publish a book?

• The subject needs it – there is a gap in the literature that needs to be filled.

• Students may need a textbook in the area, or material is needed to support a teaching course.

• You want to progress your career or establish your reputation – book authors are often considered leaders in the field.
How to decide on a publisher?

Things to consider:

• **Editorial** – does the publisher provide support from a knowledgeable editor? Good idea to speak to editors from a shortlist of publishers, to get a sense of how well they would handle your book.

• **Reputation** – consider the reputation of a publisher within your discipline.

• **Digital offering** – can the publisher offer the platforms, formats and functionality that you would like for your book?
How to decide on a publisher?

Things to consider:

• **Relevant list** – read books on topics similar or related to your own and find out where they have been published.

• **Practical preferences** – are you most concerned with speed to publication, the quality of the printed book, or the types of audience the publisher is able to reach?

• **Market reach** – does the publisher specialise in targeting any specific audience that your book is aimed at? Does the publisher have a global reach?
Turning your thesis into a book (HSS)

A thesis will need to undergo rigorous revision before publication. Top academic publishers may not accept a proposal without evidence of the differences in the book and thesis version.

**Rewrite for a different audience**

- A thesis is essentially an examination document, whereas a book typically addresses a wider audience.
- Tailoring content to suit needs of audience, rather than the examiner, will make it more of a success.
- Ask yourself: what might this reader already know and what might they need further introduction on?
- Are review chapters necessary? Is additional explanation necessary?
‘Paint with a broader brush’

• The topic of the book needs to be broad enough to read a large audience but not so broad that the market is inundated with publication

• Consider adding topics that you might have considered beyond the scope of a thesis.

• Consider if the framework needs to be changed to make a strong narrative argument
Submitting a book proposal to a publisher

• Find the names of the relevant editors – most publishers’ websites list editorial contacts.
• It is often possible to meet editors at major, international conferences.
• Write a personal email to editor to give basic details of the book project you would like to discuss.
Submitting a book proposal to a publisher

• Ensure you give **background** on your specific research area – our editors know their disciplines well but will not always have deep expertise on individual topics.

• Attach a book proposal. **Do not** send the full manuscript.

• Decision (on sending for peer review) can take **a few days to a few weeks**, depending on schedule of the editor.
What to include in a book proposal

1. Full title, Authors full name and affiliation(s)
2. Background/abstract/Introduction
3. Contribution of the book
4. Table of contents with abstracts/summaries
5. Comparison of your book with other publications
6. Intended readership
7. Proposed length, no. and type of illustrations, intended completion date
8. Authors bio with relevant publications and experience
9. List of literature cited in the book (optional)
10. Which chapters have been published in journals? (as required)
What to include in a book proposal

• Book title
  • Working title (usually ok to change at submission but check with your editor)
  • Discuss with your editor if you are unsure
  • Preferably not more than 15 words for both main and sub-title

• Name and affiliations
  • Initials or hyphenated names are ok to use if professionally known
  • Fully spell out affiliation or where you received your PhD if recent graduate
What to include in a book proposal

- Book full title
- Full name and author’s affiliations

**Background/abstract** (Why write this book; rationale, scope)
  - Introduce your book to a potential reader as you would in your book
  - Why write this book?
  - How was the research carried out?
  - What conclusions was drawn?
What to include in a book proposal

- Book full title
- Full name and author’s affiliations
- Background/abstract (Why write this book; rationale, scope)

**Contribution** (How will the book fill the gap? Its significance/impact?)

- How does your book contribute to the published literature?
- What gap does it fill? (understudied / theoretical / empirical / methods used / comparative / historical) (local / national / regional / international) (single or multi-disciplinary)
- **Use key words**: “build on”, “fills”, “novel approach”, etc.
- **Remember**: all research monographs are original (else no publisher will want it) but describe how yours will stand out (and possibly win a prize!)
What to include in a book proposal

- Book full title
- Full name and author’s affiliations
- Background/abstract (Why write this book; rationale, scope)
- Contribution (How will the book fill the gap? Its significance/impact?)

**Table of contents with chapter abstracts/summaries**

- Either a brief or detailed table of contents (depends on how developed your manuscript is)
- Ensure coherence in the structure of the book (if chapters organized as various parts)
- Conclusion/Recommendations (must-have!)
What to include in a book proposal

• Book full title
• Full name and author’s affiliations
• Background/abstract (Why write this book; rationale, scope)
• Contribution (How will the book fill the gap? Its significance/impact?)
• Table of contents with chapter abstracts/summaries

• **Comparison** of your book (how it relates to books published by Cambridge and other publishers?)
  • This is to show publishers, editors and reviewers that you are familiar with what has been published w.r.t. the topic/argument of your book
  • Keep the list to books published in last 5 years
  • Trade books (for general audience) and educational resources (e.g., textbooks for students) should be excluded.
What to include in a book proposal

- Book full title
- Full name and author’s affiliations
- Background/abstract (Why write this book; rationale, scope)
- Contribution (How will the book fill the gap? Its significance/impact?)
- Table of contents with chapter abstracts/summaries
- Comparison of your book with other publications (how the book relates to books whether published by Cambridge and other publishers?)

**Intended readership**

- Keep to one paragraph
- avoid claims of wide readership unless the book is written free-of-jargon to also target readers outside academia
- Also indicate which journals might be interested in reviewing the book if relevant
What to include in a book proposal

- Book full title
- Full name and author’s affiliations
- Background/abstract (Why write this book; rationale, scope)
- Contribution (How will the book fill the gap? Its significance/impact?)
- Table of contents with chapter abstracts/summaries
- Comparison of your book with other publications (how the book relates to books whether published by Cambridge and other publishers?)
- Intended readership

**Proposed length, no. and type of illustrations, intended completion date**

- Typical length = 80,000-160,000 words (authored)
- Charts, diagrams are fine but maps are more sensitive (include only if relevant to argument in book)
- Completion date = 6-24 months upon contract execution
What to include in a book proposal

• Book full title
• Full name and author’s affiliations
• Background/abstract (Why write this book; rationale, scope)
• Contribution (How will the book fill the gap? Its significance/impact?)
• Table of contents with chapter abstracts/summaries
• Comparison of your book with other publications (how the book relates to books whether published by Cambridge and other publishers?)
• Intended readership
• Proposed length, no. and type of illustrations, intended completion date

• Author bio with relevant publications and experience
  • Don’t send the full CV; just provide relevant academic publications and experience
  • List awards/prizes and conferences you have attended
  • Third person point-of-view; not first person (“I” and “me”)
What to include in a book proposal

• Book full title
• Full name and author’s affiliations
• Background/abstract (Why write this book; rationale, scope)
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• Comparison of your book with other publications (how the book relates to books whether published by Cambridge and other publishers?)
• Intended readership
• Proposed length, no. and type of illustrations, intended completion date
• Authors bio with relevant publications and experience

• List of literature cited in the book (optional)
  • Useful to include if you do not have any sample chapters written
  • Allows editor/reviewers to point out any missing/recently published books
What to include in a book proposal

- Book full title
- Full name and author’s affiliations
- Background/abstract (Why write this book; rationale, scope)
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- Intended readership
- Proposed length, no. and type of illustrations, intended completion date
- Authors bio with relevant publications and experience
- List of literature cited in the book (optional)

**Which chapters have been published in journals?**

- Some editors prefer all chapters to be unpublished
- Others are fine with 1 to 2 chapters published in good journals (but not as Gold OA)
- No reproduction of this whole article as chapter; “self-plagiarism”; revision is still required
- Author’s responsibility to seek permission from journal publisher
Seven tips for writing a strong book proposal

1. Title - Use a clear, succinct title.

An example of editorial input

Original:
A Probability Toolbox for Computer Science and Engineering

Final:
Probability Bootcamp.
For computer scientists, engineers and data scientists
Seven tips for writing a strong book proposal

1. Title – Use a clear, succinct title.

2. Market need – Include a short summary of the aims and scope of the book and why you think it makes an original and distinctive contribution to your field.
Seven tips for writing a strong book proposal

3. Audience – Include a brief description of your target readership.

Describing the readership – a good example

The book is aimed at researchers, system and chip designers, network planners and technical managers in the wireless communications area. The book can also be used for a post-graduate course dealing with advanced wireless communications technologies. Readers should have some basic knowledge of communication theory, information theory and network protocols.

Describing the readership – a bad example

The book is suitable for general readers, students and researchers interested in the role of IT in implementing business decisions. Readers should have some basic knowledge of programming, management science and operational research.
Seven tips for writing a strong book proposal

1. **Title** – Use a clear, descriptive title.

2. **Market need** – Include a short summary of the aims and scope of the book and why you think it makes an original and distinctive contribution to your field.

3. **Audience** – Include a brief description of your target readership.

4. **Approach and key features** – Include a detailed table of contents with chapter descriptions or abstracts to show how you will set out the content.
Seven tips for writing a strong book proposal

5. Competition – Give a brief analysis of some of the most closely related books to yours. How will your book add to this existing literature?

The following texts are often assigned in graduate courses in communication:

Lee et al, Digital Communication. Springer.

Neither of these books follows a lecture style of exposition, and they attempt to provide a comprehensive treatment that is overwhelming for the beginner. These are precisely the shortcomings that the proposed text would attempt to address.
Seven tips for writing a strong book proposal

1. **Title** – Use a clear, descriptive title.
2. **Market need** – Include a short summary of the aims and scope of the book and why you think it makes an original and distinctive contribution to your field.
3. **Audience** – Include a brief description of your target readership.
4. **Approach and key features** – Include a detailed table of contents with chapter descriptions or abstracts to show how you will set out the content.
5. **Competition** – Give a brief analysis of some of the most closely related books to yours. How will your book add to this existing literature?
6. **Details** – Propose a length, number/type of illustrations required, any digital features and an intended completion date.
7. **Authors** – Give a brief summary of your and any co-authors’ careers and work, showing why you are well-placed to write this book.
The assessment process for books

- Book proposal
- Editorial Assessment
- Peer review
- Revision/Response
- Internal sales, marketing and editorial review
- Contract

Unique to Cambridge and other university presses
The assessment process for books

Peer review

• Typically external ‘single-blind’ review by international experts
• 2 to 3 reviewers to read proposal and sample chapters/manuscript
• You can request who should not review if you have valid reasons
• Commissioning editor will review all referee reports to decide an outcome:

  Recommend contract
  Revise and resubmit
  Decline

Takes around 6-12 weeks to receive the reports
The assessment process for books

Peer review examples

“The sample chapters are beautifully written – humorous in part while getting the main points across effectively. Some of the book proposals I get sent are marginal. This is not one of those. It is a great proposal and I am looking forward to the book being completed. I certainly would like a copy in my library.”

“With no offence, I do not think the author is suitably qualified. The author is not a leader in quantum theory. To me, it rather looks like a recreational effort of a researcher not at the forefront of activity. Frankly, this book does not merit publication.”

“Please find our response to the comments and suggestions of the referees attached. We were at the same time surprised and delighted to see how intensely the referees have responded to your request. We are of course also highly satisfied that all four referees take a positive overall vote for publication.”
The assessment process for books
Responding to Reviewers

Dealing with reviewers’ comments:
• Cover issues thematically or point by point.
• Make it easy for the editor by referring to line numbers and addressing comments in sequential order.
The assessment process for books
Responding to Reviewers

If you disagree with the comments:
• Respond objectively and professionally, supporting your argument with evidence.
• If you can’t meet all criticisms, explain why.
• Provide a detailed list of any changes made in response to the comments, and any changes not made.
The assessment process for books
Responding to Reviewers

**Reviewer:** The book deals with turbo codes in a cursory fashion, almost as an afterthought. While it is fashionable to think of turbo codes as a subset of LDPC codes, the fact remains that turbo codes are far more ingrained into the modern digital communications infrastructure than LDPC codes.

**Author:** The book is certainly more focused on LDPC codes than any other iterative code. But reviewer A is completely right to point out that for historical reasons turbo codes are very important. Therefore, I have decided to add a chapter on turbo codes.
Handling rejection

Take the opportunity to improve your book

- Carefully read the reviewers’ reports and Editor’s letter. Establish why your proposal/book was rejected:
  - Was it a case of too narrow a scope?
  - Was it due to flaws in your writing?
  - Are there fundamental issues that need to be addressed in your methodology or data?

- Consider making the changes recommended by the reviewers.

- An unchanged proposal/book manuscript is likely to get the same or similar comments even from different university presses/publishers.
Syndicate approval

- all new books to be reviewed at meeting
- governing body of the Press
- 18 senior faculty members (‘syndics’) of the University of Cambridge
- Meets fortnightly (term); monthly (vacation); no meeting in Dec
- applies to all authors: even Nobel prize-winners!
- rare for a book to be rejected here; rigorous internal review before meeting
After acceptance

Write manuscript (with regular updates to your commissioning editor)

Negotiate contract

Agree and submit final manuscript

Clearance reading of m/s (if required)

Pre-production checks by Press

 Transmit to production

Copyediting, proofreading, cover design, indexing

Published! (print+ebook)

Takes c. 7-10 months
What do book publishers do?

- Commissioning & peer review
- Editorial development
- Design
- Digital platform development
- Printing & distribution
- Copyediting & proofreading
- Global sales & marketing
- Rights & royalties
- Intellectual property protection

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# Publishing Ethics

<table>
<thead>
<tr>
<th>Ethical issue</th>
<th>Author responsibilities</th>
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<tbody>
<tr>
<td>✗ Duplicate submission</td>
<td>✓ Confirm work in the submitted manuscript has not been submitted elsewhere</td>
</tr>
<tr>
<td>✗ Plagiarism or inadequate citing</td>
<td>✓ Ensure that all work in a submitted manuscript is original and that you acknowledge content reproduced from other sources.</td>
</tr>
<tr>
<td>✗ Non-disclosure of conflicts of interest</td>
<td>✓ To declare any potential conflicts of interest.</td>
</tr>
<tr>
<td>✗ Significant errors in publication</td>
<td>✓ Notify the publisher if a significant error in publication is identified</td>
</tr>
<tr>
<td>✗ Not conforming to national, local and institutional laws and requirements</td>
<td>✓ Studies involving human or animal subjects should conform to national, local and institutional laws and requirements</td>
</tr>
<tr>
<td>✗ Copyright issue</td>
<td>✓ Obtain permission to reproduce content such as images, maps, figures, musical examples etc.</td>
</tr>
</tbody>
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Publishing your research

Negotiating your first book contract
Negotiating your first book contract

Types of contracts

• **Exclusive license**
  • Author retains copyright
  • Mainly for research monographs
  • Green OA policy applies

• **Copyright assignment**
  • Publisher retains copyright
  • Usually for edited volumes, textbooks or publications with high commercial value
  • Permission required if book content needs to be included in your future works
Negotiating your first book contract

Non-negotiable terms

• Accounting of royalties (when will it be paid and min. amount)
• Green Open Access policies (publication type)
• Warranties and Indemnities
• New/Derivative/Local editions (publisher-specific and /publication type)
• Copyright infringement
• Remaindering (of unsold copies)
• Termination and death of author(s)
Negotiating your first book contract

Non-negotiable terms

• Confidentiality and Freedom of information (publisher-specific)
• Assignment and subcontracting (of the work)
• Bribery and corruption (publisher-specific)
• Data protection (publisher-specific)
• Conflict of interest
• Third-party rights, Force majeure, “No employment”
• Dispute resolution and governing law (dependent on publisher)
Negotiating your first book contract

Negotiable terms

• Full book title
• Author’s name to use (pseudonyms rarely used in academic publishing)
• Submission date of manuscript
• Length of manuscript (no. of words, usually including notes)
• Number of illustrations and format supplied
Negotiating your first book contract

Negotiable terms

• Number of illustrations and format supplied
• Additional ancillary materials (either front or back matter)
• Back-of-book index; whose responsibility and who pay?
• Permissions clearance of third-party materials (text, illustrations)
• Advances/Fees (rare in academic publishing)
• Gratis copies (including ebooks)
Negotiating your first book contract

Negotiable terms

• Royalties
  • How is it calculate (usually % amount based on net receipts from copies sold)
  • Print and electronic rights (either segregated or consolidated)
  • Subsidiary rights (e.g., translations and low-cost editions)
  • Division of royalties among multiple authors
  • Royalties statements sent every 6/12 months

• Cover design
  • Most publishers make final decision but may allow authors to choose cover image

• Publishing strategy
  • Hardback, paperback, e-book (simultaneous, deferred or single)
Negotiating your first book contract

Other optional terms

• **Book series**
  • for Cambridge, this is decided by series editors after their review of the readers’ reports and author response
  • For Cambridge, a series only publishes the crème de la crème of the books in the field of study
  • For commercial publishers, book series used as a marketing strategy

• **Clearance reading**
  • for Cambridge, additional round of review to ensure m/s written as per specified by proposal and author response to reviewers’ comments
  • For Cambridge, also a script polishing exercise to improve quality of the book
  • Commercial publishers call it an “advanced contract” that is offered based on peer review of just a book proposal
# Open Access

<table>
<thead>
<tr>
<th>Gold Open Access</th>
<th>Green Open Access</th>
</tr>
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</table>
| **Access**       | • Free public access to published article  
|                   | • Immediate access |
| **Use**          | • Free public access to a version of your article  
|                   | • Some publishers require embargo period (time delay). Check your journal guidelines |
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|                  | • No fee |
|                  | • Publish in hybrid OA journal (subscription journal in which some articles OA)  
|                  | • Publish in OA journal |
|                  | • Check your journal guidelines. Typically publish and then self-archive in a repository |
Publishing your research

Useful books and author services
Useful books for authors

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**Day and Gastel**
9781316640432

**Luey**
9780521144094

**Gustavii**
9781316607916

**Matthews & Matthews**
9781107691933

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**Gabrys & Langdale**
9780521186834

**Taylor**
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- Premium editing also includes editing for flow and awkward phrasing with unlimited free re-edits until paper is published
- Cost depends on word count and turnaround time

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- Anthropology
- Archaeology
- Arts, theatre and culture
- Classical studies
- Economics
- Education
- History
- Languages and linguistics
- Law
- Literature
- Management
- Philosophy
- Politics and international relations
- Psychology
- Religion
- Sociology

**Science, Technology, and Medicine (STM)**
- Computer science
- Earth and environmental science
- Engineering
- Life sciences
- Mathematics
- Medicine
- Physics and Astronomy
- Statistics and probability