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• Go to ‘View’
• Select ‘Slide Master’
• Select the page with the image
• Right click on the image and select ‘Change picture’
• Navigate to the location with the new image
• Select ‘insert’

Please note the new image needs to be at least 19cm x 27.5cm to fit the area. If the image does not fit you will need to manually manipulate the image to fit.
Quick run

Loyola DSilva, **Senior Editor, Physical Sciences and Engineering**

- PhD: 2006- Technical University Munich/ Max Planck Institute (NMR spectroscopy)
- Post-Doc: 2007- UCSD (More NMR !)
- 2007-2011: A*STAR/BMSI- Biomedical Imaging
- Springer Singapore: 2012-2014: *Associate Editor*
- Springer Singapore: 2014-2016: *Editor*
- Springer Singapore: 2017- present: *Senior Editor*

- Portfolio in publishing: Journals, Books/Textbooks, Proceedings, Handbooks....

- **Physics, Biophysics, Bioengineering, Astronomy, Computational Intelligence/Cognitive Science, Energy, Geophysics, Environmental Sciences, Biomedical Physics, Civil Engineering**
Who is Springer Nature?

In May 2015

Biomed Central
The Open Access Publisher

Springer

Nature Publishing Group

Palgrave Macmillan
Springer Nature overview

- 175 years in academic publishing
- 13,000 employees in over 50 countries worldwide
- 3000 journals and about 10,000 books annually
- Largest open access publisher (600 journals)
- SpringerLink & Nature.com have over 250 million downloads/year
- Most Nobel laureates have published in Springer Nature journals

J.P. Pavlov  
Medicine

Albert Einstein  
Physics

Niels Bohr  
Physics

Otto Hahn  
Chemistry

Pierre-Gilles de Gennes  
Physics

Gerard ‘t Hooft  
Physics

Kurt Wüthrich  
Chemistry

1904  
1921  
1922  
1944  
1991  
1999  
2002  

Publishing Your Book | 10 April 2017
Ten of the 2014 Nobel laureates in Physics, Chemistry, Medicine and Economics are Springer authors and editors!

**Physics**
- Y. Nakamura, Meiji University
- H. Amano, NEC
- S. Nakamura, Nagoya University

**Chemistry**
- E. Betzig
- S. W. Hell
- W. E. Moerner

**Physiology and Medicine**
- J. O'Keefe, UCL
- M.-B. Moser, NTNU
- E. I. Moser, NTNU

**Economics**
- J. Tirole, Stanford University
All publishing fields

- Economics & Management Science
- Life Sciences
- Social Sciences
- Mathematics
- Medicine
- Chemistry
- Physics & Astronomy
- Computer Science
- Humanities
- Engineering
- Geosciences
Leading journal publisher by number of titles

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Medicine</th>
<th>Science &amp; Technology</th>
<th>Social Sciences &amp; Humanities</th>
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<tr>
<td>WK Health</td>
<td></td>
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</tr>
</tbody>
</table>

Source: Publisher journal price lists; English-language academic/scholarly journals only
Leading book publisher by number of new titles

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Medicine</th>
<th>Science &amp; Technology</th>
<th>Social Sciences &amp; Humanities</th>
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<td>WK Health</td>
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Data from www.puballey.com; only books available through YBP approval plans; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included.
Spectrum of publications

Springer Nature

Articles
Reviews
Briefs & Pivots
Theses
Proceedings & Lecture Notes
Books
Handbooks
Major Reference Works
Databases
Nano
Nature

Spectrum of publications

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Who are the customers and what are the products?

| Customers                  | Products
|----------------------------|--------
| **Academic Research Libraries** | ![nature JAMA Journal of Materials Science](nature_cover.jpg) ![Caught in Amber](caught_in_amber_cover.jpg)
| **Government Research Organizations** | ![Handbook of Nanotechnology](handbook_cover.jpg) ![Harrison's Internal Medicine](harrison_cover.jpg) ![Handbook of Chemistry Physics](chemistry_cover.jpg)
| **Corporate Research Labs** | ![SpringerLink](springerlink_cover.jpg) ![ISI Web of Science](isi_web_of_science_cover.jpg)
| **Individual Researchers** | ![Ovid](ovid_cover.jpg) ![SciFinder Scholar](scifinder_scholar_cover.jpg)

Publishing Your Book | 10 April 2017
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Content Type

Article 5,825,008
Chapter 3,676,692
Reference Work Entry 501,113
Book 217,692
Protocol 42,570
Book Series 5,736
Journal 3,314
Reference Work 678

10,272,525 Result(s)

Journal of General Internal Medicine

Volume 1 / 1986 - Volume 31 / 2016

Article

Pennsylvania’s Medical Home Initiative: Reductions in Healthcare Utilization and Cost Among Medicaid Patients with Medical and Psychiatric Comorbidities

The Chronic Care Initiative (CCI) was a large state-wide patient-centered medical home (PCMH) initiative in...
The role of the Publisher

- **Publishing/electronic service provider** – copy editing, typesetting & tagging, and (still in demand) printing and binding.
- **Marketing** – attracting papers (authors), increasing readership and new subscribers/funders (OA).
- **Distribution** – maintaining a subscription fulfillment system which guarantees the content and data delivery, maintaining relationships with agents, librarians and the academic community.
- **Electronic hosting** – electronic journals require many additional skill sets more commonly encountered with database vendors, website developers and computer systems more generally.
What publishers do

Publishers *filter, improve*, and *curate* content for the academic community

Important ideas?  
Good research?

Useful content for the field
Filtration
There are many ideas that academics want to share: How valuable is it?
If everything available is published= Information overload!
Publishers help filter out what is useful and will help advance the field

Improvement
New experiments/analyses
Other interpretations
More valid conclusions

Publishers improve the authors ideas before reaching the academic community

Curation
Similar ideas packaged together
Optimized for search engines
Broadly promoted in the field

More accessible and useful content promote greater advancements in the field
Scientific publishing today

History

Today

Books

Print subscriptions

Single copies

Database

SEO
A&I services
Library portals
Book search programs
eRetail
Social Media
Push marketing

Your content has to be online and findable
Choosing the Right Publisher is Critical

Publishing in a digital world presents new challenges and opportunities
To be successful, authors need the right partner

A publisher who can provide

- The widest dissemination for your work
- A reputation for quality
- Support
- Security – copyright protection
- Speed to market
- A team of professionals to help guide you, every step of the way
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Now includes over 50,000 books
Springer has contributed 10,000+ books to date, and 4,000+ proceedings
Journals vs. Books
Journals and books – What are the differences?

**Journals**

- Primary literature
- Narrow scope
- In-depth
- Published in 6 months

**Books**

- Secondary literature
- Broad scope
- Not as in-depth
- Published in 12–24 months
Books appeal to a wider audience than journals

Global User Base of Academic / Scholarly Information

- Basic Researchers: ~1.2 million
- Applied Researchers: ~1.8 million
- Developers: ~3.6 million
- Students: ~100 million
- PhD Students
- Graduated Students
- Undergraduated Students

Journals
- Core User Group
- Secondary User Group

Books
- Core User Group
- Secondary User Group
Books are very useful

- Establishes author’s reputation
- Express thoughts & opinions
- Can influence research program
- Develop relationship with publishers
Common writing strategy in academia

1. Write several journal articles
2. Receive input from the field
3. Synthesize ideas in a book
Publishing a book
Where books fit in on the publishing pyramid

- Articles
- Reviews
- Briefs
- Monographs/edited volumes
- Textbooks
- Handbooks & encyclopedias
- Databases
Where books fit in on the publishing pyramid

1. Articles
2. Reviews
3. Briefs
4. Monographs/editing volumes
5. Textbooks
6. Handbooks & encyclopedias
7. Databases
Book Publishing

Content and scope:

Content of the book (*aims and scope*)

This book highlights........... (fills a gap, hot topic). Your strength and the need to write the book? Do you have enough justification to write a new book? Who the audience will be- researchers, students, professionals etc.

*(More like an abstract for a journal article)*

Table of Contents (tentative):

Shows the depth of the book. Indicating chapters, subdivisions within chapters and their proposed contributors (for Edited volumes). Would be good to have a summary for each chapter, that would make it more clear. Mention competitive literature.
Book Publishing

Time? How long will you need to write the book (your commitments etc)

Software: MSWORD or LaTex

Estimated length of the book (500 words per page)

Illustrations: Figures, Tables, line drawings, etc.

Color vs B/W figures ???
Book Publishing

Publishing a book is easy and straightforward

MAKE the time to do it

Follow the guidelines of the publisher

Engage with peers at an early stage

Publishing can be immensely rewarding and showcases your work
Options to publish a Book

- **Monograph**: A scholarly book, or a treatise, on a single subject or a group of related subjects.
- **Edited volume**: Also known as a contributed volume. Invited works. Often one or more volume editors. Organized thematically.
- **Proceedings**: Collection of academic papers published in the context of an academic conference, congress, symposium, summer school, workshop, etc. Often sponsored by conference organizers.
- **Professional books**: Written for industry or commerce, often as a manual, guide, data compendium, written for use by professionals with an academic background.
- **Textbook**: A course book, a formal manual of instruction in a specific subject, especially for use in schools, colleges, Universities. Designed to meet demands of a particular course. Often with exercises, questions and solutions.
- **Reference Work**: A single or multi-volume reference work that provides general background on either a wide range of topics or a more specialized discipline, for example an encyclopedia
- **Handbooks**: Similar to Reference Works, but usually one volume and with longer entries. A concise compilation of approved key information on methods of research, general principles, and functional relationships
- **Springer Briefs**: 50 to 125 pages with a clear focus. Bridges the gap between long journal articles and short books. Can be monograph, textbook, or professionals book style.
10 Steps to getting your book published

1. Develop idea for a book → 2. Write proposal and send to Springer → 3. external/Internal review → 4. Decision to publish (or not)

5. contract → 6. Writing → 7. external review of manuscript → 8. final manuscript

Things to consider

Regional focus vs international focus
Single author vs edited volume
Narrow/specific focus vs broader focus
Uniqueness
Building on a body of existing literature (journal articles)
Reworking a thesis into a book is a lot of work
Choose one target audience, not multiple audiences
Copyrights in books

With the Publisher, unless the book is Open Access

Unless mandatory, we do not allow book chapters on repositories.

The version on the repository is always the preprint/author version *(never the final publisher/published version)*

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A one time remuneration is paid upon publication followed by Royalties based on annual sales of the book

The numbers depend on the subject and the size of the book + number of contributions
Springer Book Marketing Guide
Partner with Springer and publish with confidence

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- High author satisfaction
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Some of the books published from NUS
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I have an idea for a BOOK!
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loyola.dsilva@springer.com