Writing and Developing a Successful Book

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Agenda

- Give examples of different types of books that have been successful

- Discussion of the types of books that have had an impact on you

- To show what kind of book you could write, edit or contribute as a chapter author

- To explain the publishing process

- What makes a good book proposal

- Tips for approaching a Publisher

- What Elsevier can do to help Polish authors publish in English

What am I and what do I do?

- A Senior Acquisitions Editor – sometimes called a Commissioning Editor

- I research technology and market developments in specific fields

- Identify book publishing opportunities

- Commission authors to write or edit books on specific topics

- My fields of publishing are electronic engineering, computer vision, medical imaging

- I have worked in Publishing for 34 years, both as a sales representative and as an Acquisitions editor

- I don't have a background in Engineering – a philosophy graduate a longtime ago!

What constitutes Success?

- Sales – number of copies sold and revenue from e-book sales

- Usage – chapter and whole book downloads from library patrons (we can quantify through Science Direct)

- Reader impact – beneficial, readers are positive and enthusiastic about the book (Amazon reviews, Social Media)

- Well regarded by peers

- Citations (Plum Analytics Metrics)

- Author's personal satisfaction at having a physical book (an E-book) that embodies his/her work

- Possible promotion

# Impact of a book: Storey: Electronics, 1992, 6th edition 2017
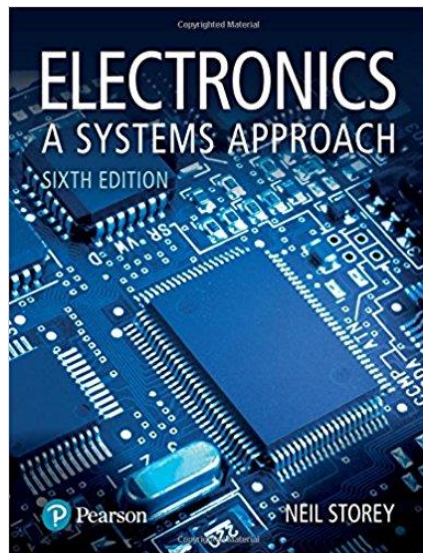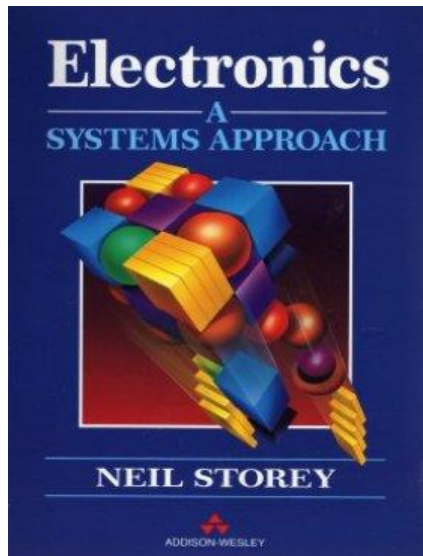
- Influenced a future author when as an undergraduate

- Distinct 'systems approach' – motivational

- Author had a talent for explaining the concepts

- Only proposing to cover analog electronics

- Books that were used on courses covered analog and digital electronics

- Advised the author to cover Analog and Digital – book adopted as a course text!

Attaway MATLAB: A Practical Introduction to Programming and Problem Solving, 4th edition
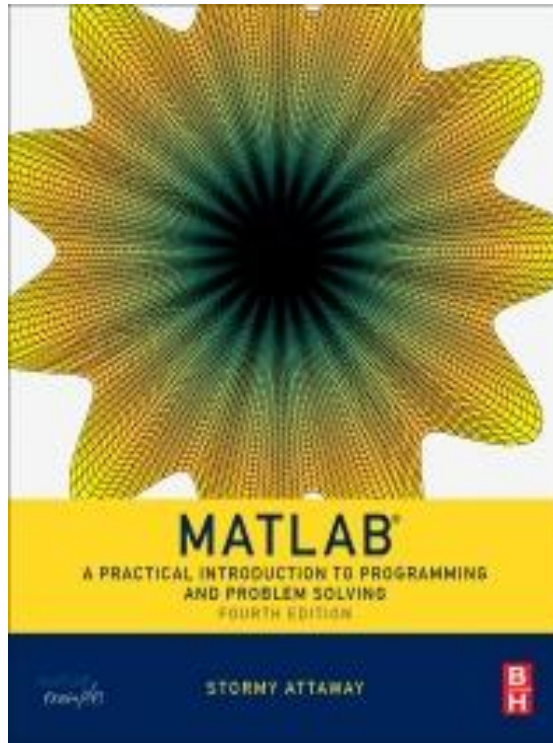

- Market leader

- Lots of books published on MATLAB when we decided to publish

- Distinct approach – combined teaching MATLAB programming with teaching MATLAB functions

- Good features

- 'This is an actual programming guide with tips, hints, and corrections of common errors beginning programmers often make, with end of chapter problems that cover concepts discussed in the chapters to teach the reader MATLAB by doing' Amazon customer

# Comon and Jutten: Handbook of Blind Source Separation, 2008
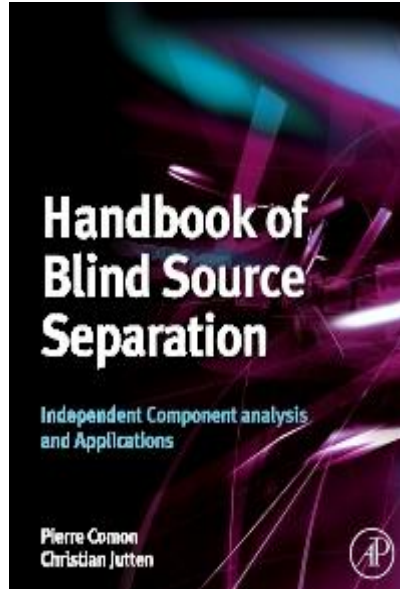
- Originally published in French
- Editors translated into English
- Expanded coverage by inviting international experts to write chapters – broader than French version
- Editors developed key methods of ICA
- Important methodology with wide applicability
- Strong electronic sales from Science Direct
- Well above average chapter downloads – strong usage.
- Room for a new edition

Ratner: Biomaterials Science 1st edition 1997, third edition 2012
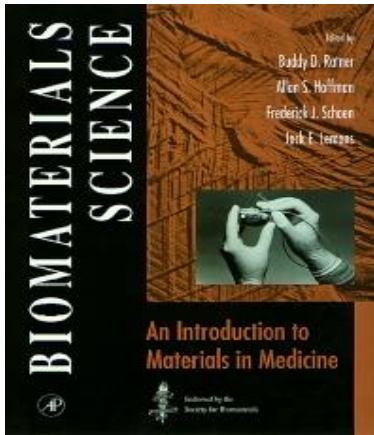
- Sold in the many 10s of 1000s

- 3rd edition hundreds of 1000s chapter down loads

- Electronic Revenue of the third edition 3x that of the 2nd edition.

- Broad audience

- Adopted on courses as well as bought by researchers

- Covers the entire spectrum of biomaterials and their use in medicine
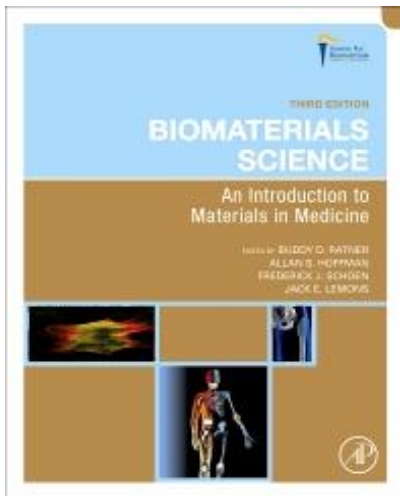
Juan A Gallego-Juárez: Power Ultrasonics, 2014, 1166pp

Power Ultrasonics
Applications of High-intensity Ultrasound

Edited by Juan A. Gallego-Juárez and Karl F. Graff
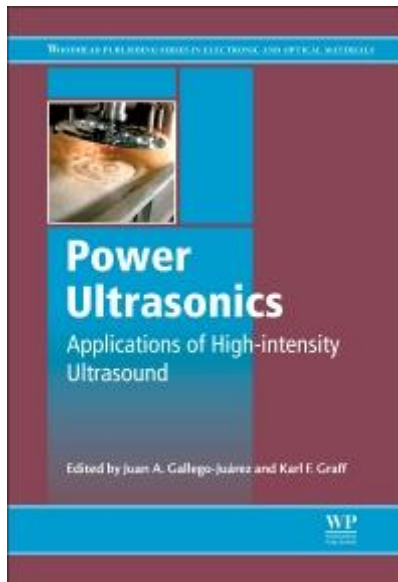
- An edited book on a specific topic
- High electronic sales through Science Direct
- Strong usage
- Only book focused on power ultrasonics and it applications
- In-depth coverage of fundamentals (10 chapters) combined with wide breadth of applications
- Edited by leading experts in field with academia and industry experience

Theodoridis: Pattern Recognition, 4th edition, 2008
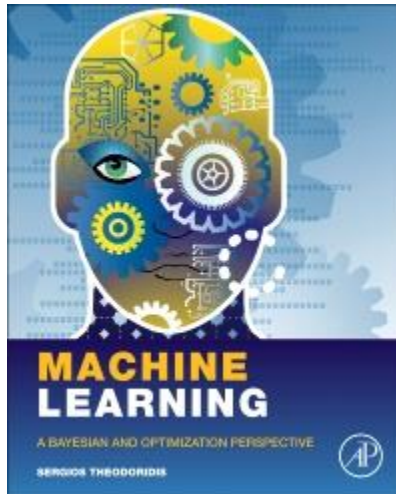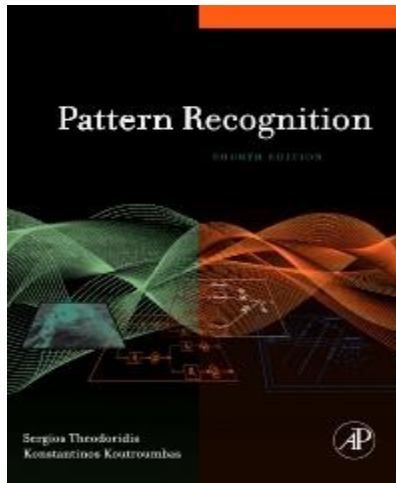
- A textbook written for graduate students and researchers

- Competing against a very well established competitor – seen as the 'bible' in the field

- 4th edition increased sales considerably

- Developed explanations of the concepts, used more examples and diagrams

- Brought in MATLAB code

- Achieved more adoptions on graduate courses

- In 2014 the author wrote a textbook on Machine Learning – also successful.

Wu, Staszewski, Long: Millimeter-Wave Digitally Intensive Frequency Generation in CMOS
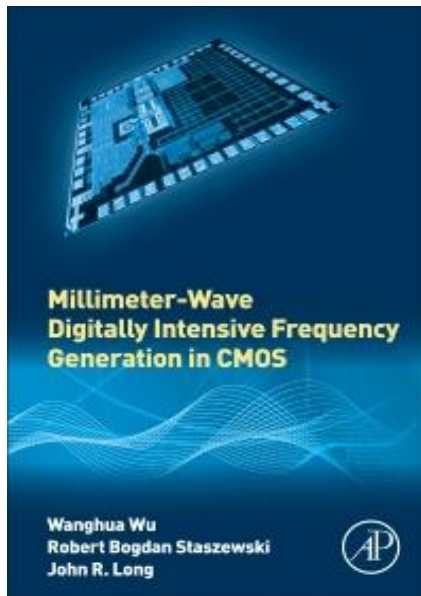
- Based on Wu's PhD thesis

- Broad enough in subject area for a wide interest

- Added in new content

- Staszewski was Wu's PhD advisor

Wearable Electronics – an example of a Post Doc editing a book, publish 2019

- **Onur Parlak - Postdoctoral Research Fellow, Stanford University/USA**

- **Teamed up with leaders in the field: Professor Salleo and Professor Turner**

- **Professor Salleo was his Post Doc mentor**

- **Succeeded in inviting leading researchers to contribute as chapter authors with this Editor team.**

Edited Book

- Editor (s) writes the book proposal

- Invites the chapter authors

- Project manages schedule

- Reviews draft chapters and submits feedback to the authors

Development Issues:

- Integrated with a connecting theme – not just a collection of disparate chapters

- Each author writes to the specification

- Avoid overlap in coverage

- Ensure quality standards throughout

Types of book you can publish - summary

- A chapter in a handbook or reference work

- You could be an editor for a reference work, inviting authors to write chapters

- Author your own monograph on a specific topic

- Write a textbook

- Develop your PhD thesis into a book

- Translate (and expand) your book in Polish

Books are published in print and as an electronic copy

Our E-books are sold as a subject package to libraries and content aggregators

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Book Publishing Cycle

Publishing Connect
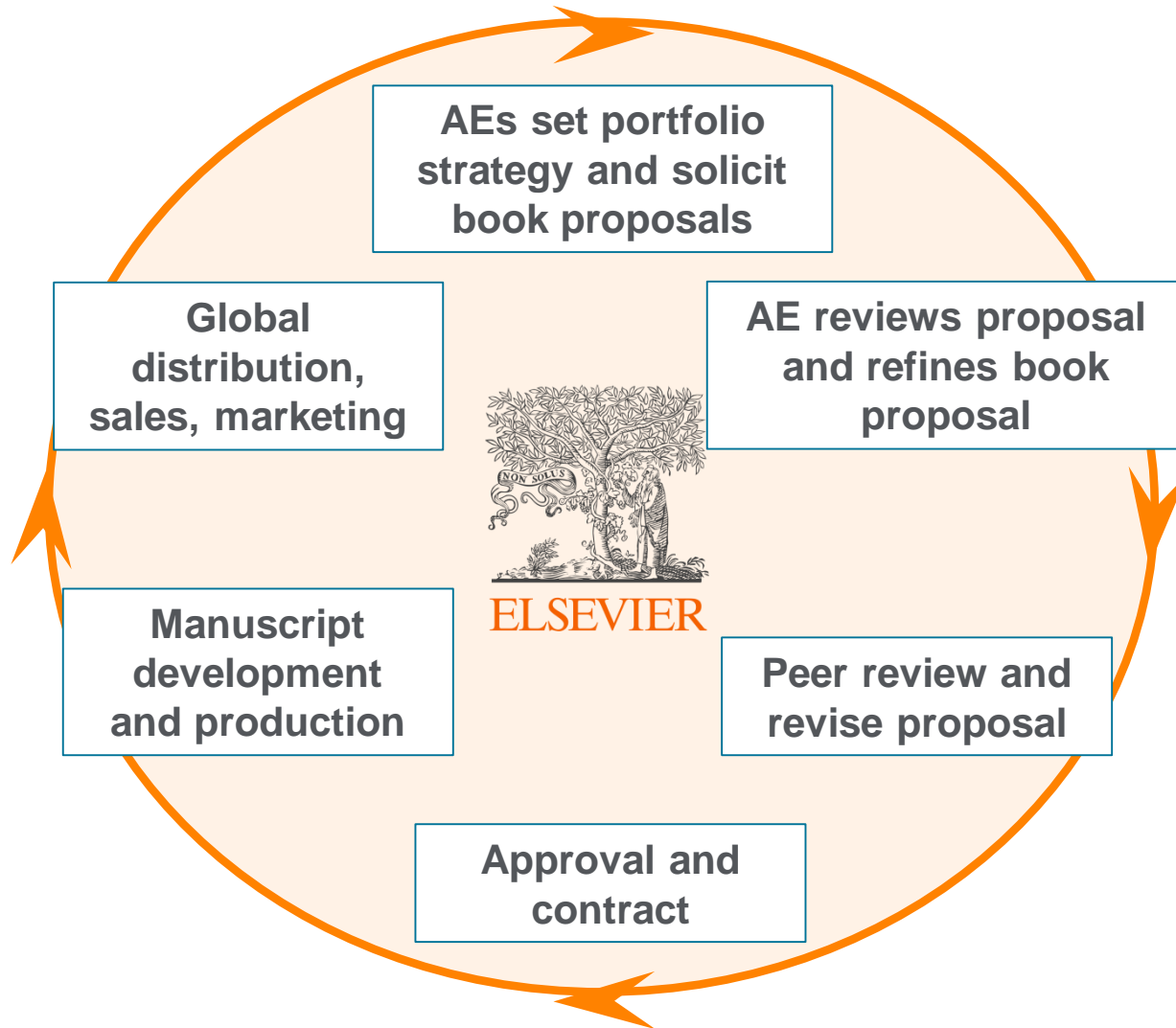
Proposal Process

| Proposal Submitted to Editor | Proposal reviewed by external experts | Feedback to author; proposal revised to incorporate feedback | Book formally proposed at Publisher | Approval > Contract Issued |

Publishing Connect

Completing a Book Proposal – Key components

- Working Title
- Target Audience – be specific and focused
- Rationale – how does my book meet a need?
- Description of the approach - 1-2 paragraphs
- How does my book benefit my audience?
- Competition – how is my book new and different from other published books in the area?
- Table of Contents – chapters listed
- Writing schedule – how long will it take to write?
- Number of pages
- Curriculum vitae

Will Your Book Proposal be Accepted?

✓ Complete Proposal Form
✓ Demonstrated Market Need
✓ Clear Audience
✓ Strong Reviews
✓ Revised proposal addresses reviewer feedback

✗ Incomplete Proposal Form
✗ Confusion over market/audience
✗ Offers nothing new to field
✗ Inadequate responses to reviewer feedback

Publishing Connect

Do you pay us or we pay you?

We pay You!

- A royalty on the print sale of the book based on the net price

- A royalty on e-book sales

Production

- Production Manager oversees production process

  - Copyediting

  - Typesetting

  - Proofreading

  - Indexing
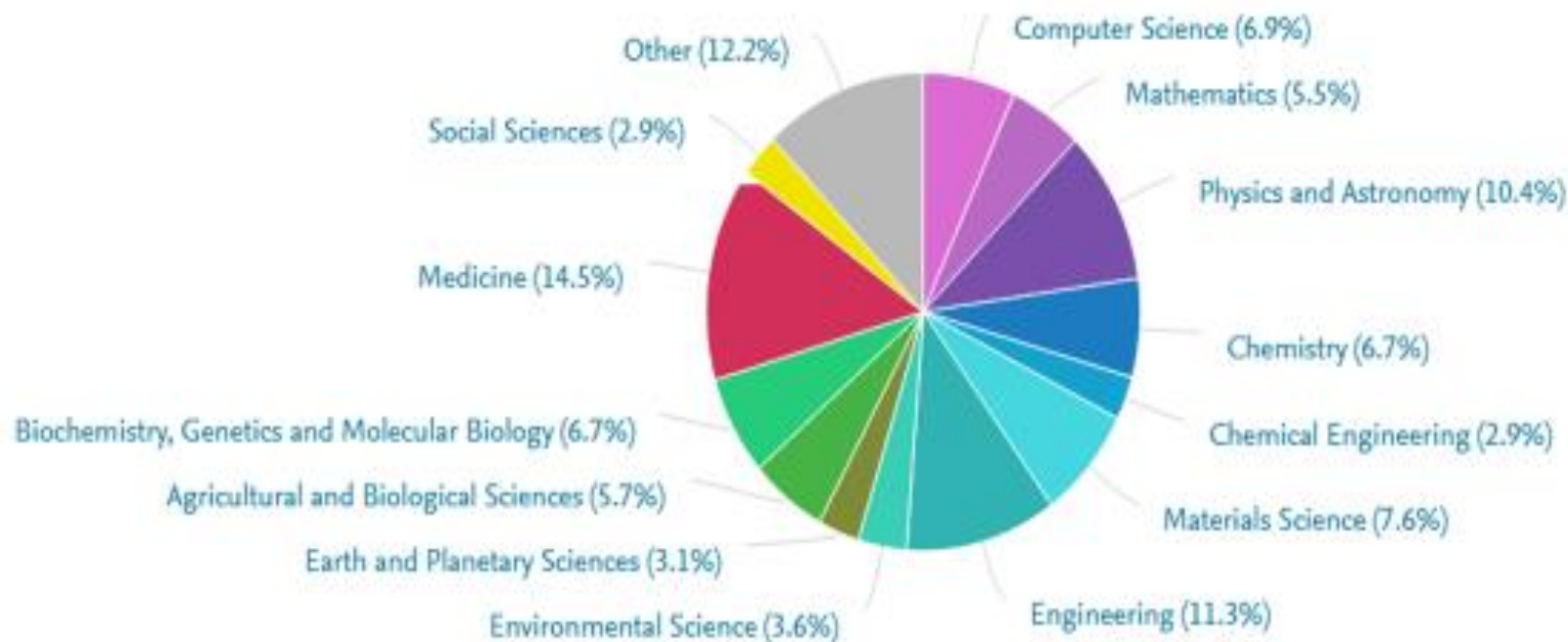
  - Printing

Publishing Connect

Tips for Approaching a Publisher

- Establish most suitable Publisher (s)
  - Does your book fit their subject areas?
  - Do they publish the types of books that you plan to write/edit

- Informal contact with the Acquisitions Editor
  - what are you proposing - be brief
  - demonstrate the fit with their list/portfolio
  - ask to discuss its potential before formal submission

- Publishers have their own official proposal forms but Editors also work to their own preferred format

Polish content strengths align with Elsevier Science & Technology Books' publishing strategy and areas of interest

Poland - overall research performance

Computer Science (6.9%)
Mathematics (5.5%)
Physics and Astronomy (10.4%)
Chemistry (6.7%)
Chemical Engineering (2.9%)
Materials Science (7.6%)
Engineering (11.3%)
Environmental Science (3.6%)
Earth and Planetary Sciences (3.1%)
Agricultural and Biological Sciences (5.7%)
Biochemistry, Genetics and Molecular Biology (6.7%)
Medicine (14.5%)
Social Sciences (2.9%)
Other (12.2%)

Helping Polish Authors Publish in English

- Elsevier is committed to publishing world-class books by authors in countries of high research expertise

- Poland has strength in many subject areas of interest to Elsevier, including Physics, Mathematics, Chemistry, Chemical Engineering, Materials Science, Engineering

- Elsevier can help to bring your institution's research work to a global audience, digitally and in print

Engineering Subject Areas of Interest

- Biomedical Engineering

- Telecom/comms/imaging

- Materials science and engineering (including nano, plastics/polymer, materials chemistry, electronic materials)

- Advanced manufacturing (eg 3D printing)

- Computational methods

- Energy

- Process engineering
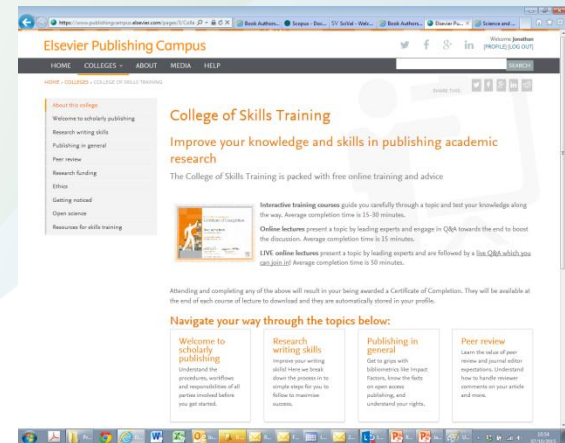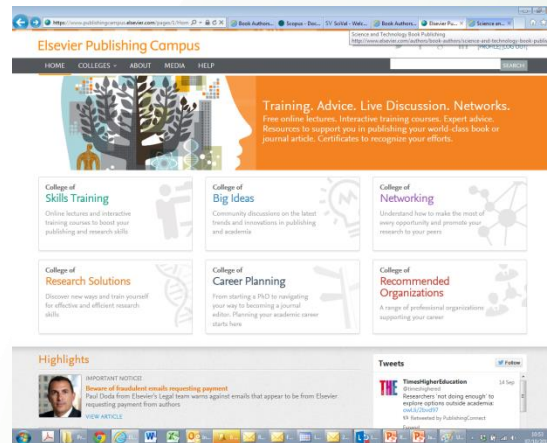
- Civil, mechanical, environmental

Developing books by your institution's authors

How can Elsevier assist?

Online resources at Elsevier Publishing Campus
Webinars and training on developing proposals, ethics, rights and copyright, and more

www.publishingcampus.elsevier.com

need help?

Personal, targeted guidance on project development
Contact the Editorial team to discuss book publishing ideas. Receive guidance on developing proposals and the academic publishing process

E-book partnership
Elsevier wants to develop programs to support institutional publishing, including publishing partnerships. Our Editorial team will be pleased to discuss opportunities for new books series with your institution.

Links and Contacts

Elsevier Publishing Campus:

Training, advice, resources and lectures to get you published

www.publishingcampus.elsevier.com

S&T Books Author Homepage:

www.elsevier.com/authors/book-authors/science-and-technology-book-publishing

Find book proposal form:

https://www.elsevier.com/authors/book-authors

Language and translation services

For language editing services:

- http://webshop.elsevier.com/languageservices/languageediting/pages/howdoesitwork.html

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Thank You. Questions?