



# Getting Published in English



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Senior Acquisitions Editor, Electronic Engineering  
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# Agenda

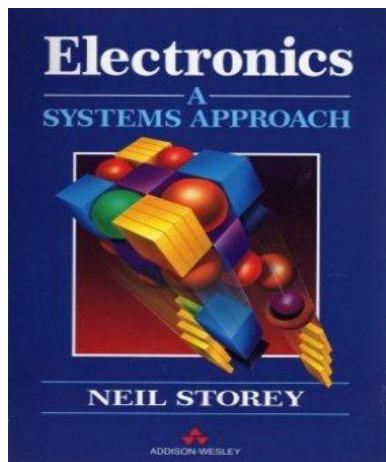
- The book publishing cycle
- Putting together a good book proposal
- What Elsevier can do to help Russian authors publish in English

# About Me – Tim Pitts, Senior Acquisitions Editor

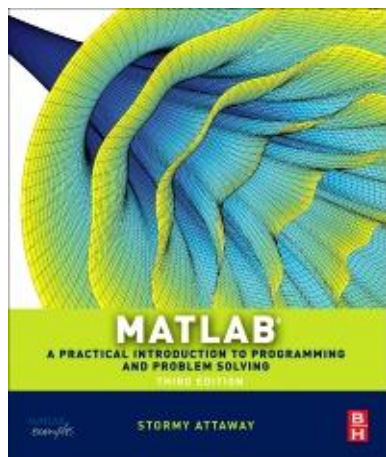
- 33 years in the Publishing business
- 4 years as a sales representative and sales manager
- 29 years as an acquisitions editor commissioning books in engineering, computer science, business/economics and psychology
- 12 years as a Senior Acquisitions Editor at Elsevier commissioning books in electronic engineering, computer engineering, and medical imaging
- Published a wide variety of product types:
  - Undergraduate and post graduate textbooks
  - Practical, 'know-how' books for industry engineers
  - Research level books – monographs and handbooks
  - Major Reference Works

*My goal is to work with authors and editors to help them realize their vision of publishing successful works in subjects they are passionate about, and to help them develop content that gives their readers invaluable knowledge, understanding and insight .*

## Impact of Books: some examples

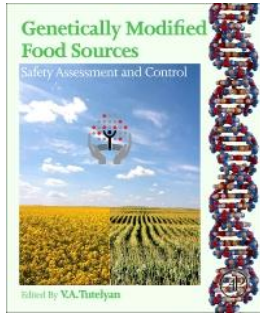


An author referenced this book as the approach he wanted to take in his book in another area – he had bought this as an undergraduate 20 years earlier!



‘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

## A recent Russian author contracted by Elsevier



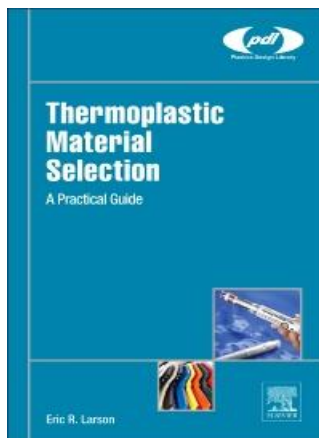
**Genetically Modified Food Sources:  
Safety Assessment and Control, 2013,**  
Edited by Prof. V.A. Tutelyna Ph.D.D,SC,  
Institute of Nutrition, Russian Academy of  
Medical Sciences, Moscow, Russia

‘This appears to be a rather unique book. Very little of the biosafety work done in Russia has made its way into other languages. The book promises to provide information on animal studies that is not widely circulated or appreciated. And it promises to provide insight into how the Russian biosafety system works which is a bit of a mystery as well.

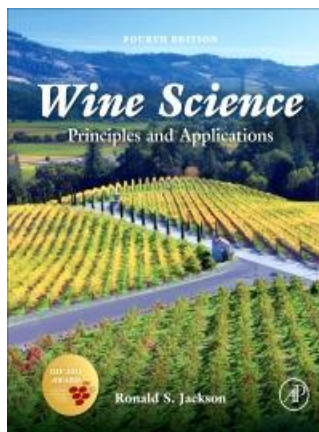
I should note that Dr. Tutelyan is a well respected Russian scientist. I have met him and have heard him present talks of this topic. I hold him in high regard. He should be able to produce a quality manuscript.’

**Reviewer of the book proposal**

# Impact of Books: Customer Feedback from Amazon.com

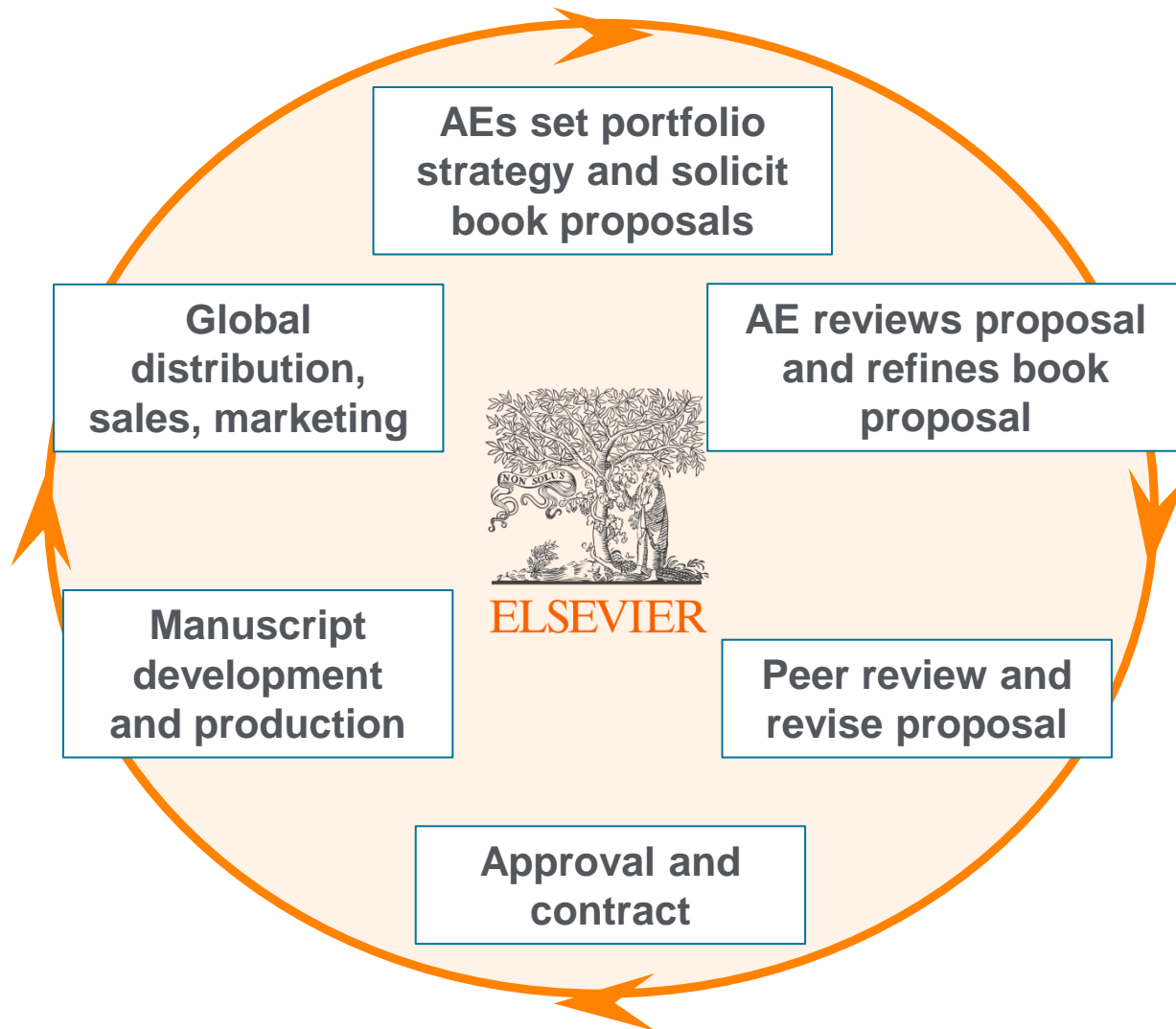


‘Eric has done a great job of translating his passion for wanting to know how things are made into a book that will hold the interest of anyone from a thermoplastics novice to a polymer scientist. The extras that he put in, such as the history of Man finding, using, and refining materials to meet his needs, makes the book very entertaining. **This is definitely NOT a dry, boring text book. It is a joy to read and makes you want to learn from it. It is truly a PRACTICAL guide**’



‘Especially valuable is **the clear exposition of complex biological or biochemical processes**, which allows **excess detail to be ignored** while still maintaining readability (rather more useful than trying to **fill in the scientific gaps** in consumer-oriented books). Meticulously referenced, and good value for the serious student of wine....’

# Book Publishing Cycle



## You can publish:

- A chapter – handbook, serial, Major Reference Work
- Research monograph – you can be an editor and/or author
- Graduate textbook
- **What you receive**
- Your book will be published as a print version
- You receive a royalty – a % of the net price of the book or of e-sales
- All our books will automatically go into Science Direct as part of a subject e-book collection

### **Translation and Rights**

- Can you get your book translated by your institution?
- If published in Russian with a Russian publisher, do you have English Language rights?
- If negotiating with a Russian publisher, keep the English language rights



# Production

- **We** copyedit your manuscript and develop—the formats we accept, preparing the figures, reference style
- We advise you on preparing the manuscript for Production
- We typeset according to our text designs
- We print – you receive your own author copies. You receive 25% discount on Elsevier publications

## Approaching a Publisher

- Present your area of research expertise
- List the English language journals have you published papers in
- Are you part of a European Research project?
- How does your field of expertise fit the publishing program of the publishing company you approach?
- Contact your local librarian and see what Elsevier contact they have.
- Approach this contact to contact the appropriate editor
- Explain the topic you want publish, who is your audience, how it is important to them; establish your expertise by citing your publications and the Institute you work for

# Completing a Book Proposal – Key components

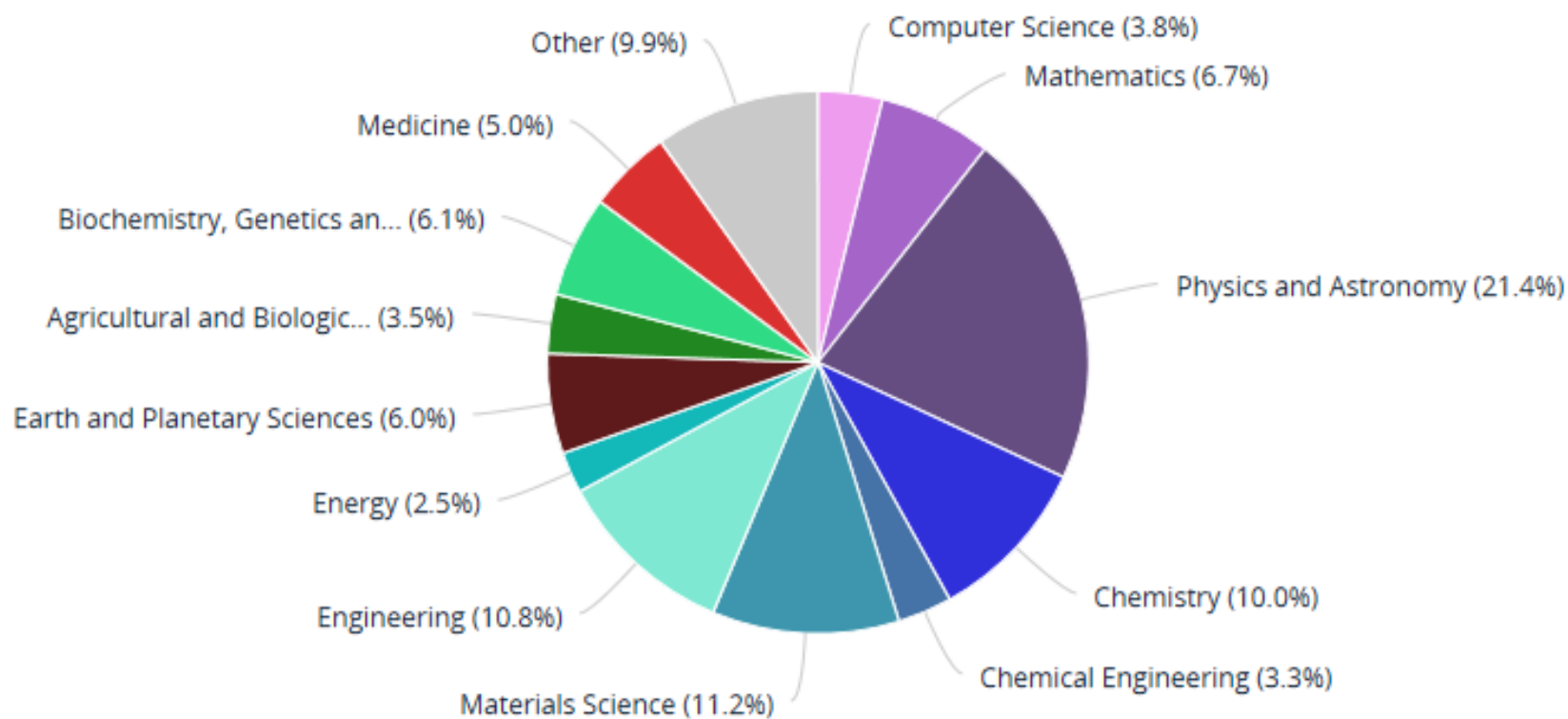
- Working Title
- Target Audience
- Rationale – how does my book meet a market need?
- Description of the approach
- How does my book benefit my audience (learning outcomes)?
- Competition – how is my book distinct from other published books?
- Table of Contents
- Writing schedule – how long will it take to write?
- Specification
- Curriculum vitae

## Helping Russian Authors Publish in English

- Elsevier is committed to publishing world-class books by authors in countries of high research expertise
- Russia 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, either on one off projects or by developing E-book partnerships.

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

### Russian Federation overall research performance



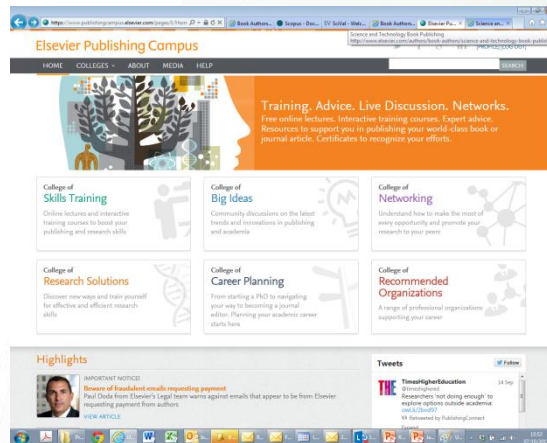
# Developing books by your institution's authors

## 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](http://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](http://www.publishingcampus.elsevier.com)

### **S&T Books Author Homepage:**

[www.elsevier.com/authors/book-authors/science-and-technology-book-publishing](http://www.elsevier.com/authors/book-authors/science-and-technology-book-publishing)

To discuss publishing your book idea please contact

Engineering: Jonathan Simpson: [j.simpson@elsevier.com](mailto:j.simpson@elsevier.com)

Physical Sciences: Cathy Sether: [c.sether@elsevier.com](mailto:c.sether@elsevier.com)

Biological sciences: Shirley-Decker Lucke:

[s.decker-lucke@elsevier.com](mailto:s.decker-lucke@elsevier.com)



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*Thank You. Questions?*

