

How To Publish a Monograph

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Overview

- Publishers –
 - Different types
 - How to choose
 - The initial approach
- Book proposals
 - The basics
 - Tips for a successful proposal
 - The Publisher Perspective
- Thesis vs Book
- Overview of the publishing process – pre and post contract

Academic Publishers	Advantages	Disadvantages
<p>University Presses Oxford/Cambridge Bristol/Mcr/Edinburgh/Wales US UPs ‘New’ Open Access UPs</p>	<ul style="list-style-type: none"> - Embedded directly within the academic ecosystem – often non-profit; share values of their institutions - Often set benchmark for quality – rigorous peer review; often excellent reputation - Praised for personalised experience 	<ul style="list-style-type: none"> - Can be criticised for being slow - Long term sustainability of ‘new’ UPs perhaps not yet clear
<p>Large Commercial Publishers ‘Big 4’ – Elsevier, Springer (Palgrave), Wiley-Blackwell, T&F (Routledge)</p>	<ul style="list-style-type: none"> - Top of the range for Sales & Marketing with offices across the globe - Lead way with innovation – e.g. altmetrics 	<ul style="list-style-type: none"> - Authors can find the experience impersonal/one-size-fits-all - Often viewed as expensive
<p>Independents Sage, Bloomsbury Academic, Rowman & Littlefield, Edward Elgar</p>	<ul style="list-style-type: none"> - Can be best of both worlds – global offices, speed and more personalised experience 	<ul style="list-style-type: none"> - Mainly still for-profit – commercial imperatives still come before high quality standards?
<p>Specialist Publishers Practical Action, Intellect, Hart (now owned of Bloomsbury), Earthscan (now part of T&F)</p>	<ul style="list-style-type: none"> - Experts in specific fields can give them unique understanding of the field/embedded in the market 	<ul style="list-style-type: none"> - May lack global reach - Shrinking part of sector as many acquired by larger presses in recent years
<p>Scholar-Led Open Access Publishers Ubuiqity, Punctum, Open Book Publishers</p>	<ul style="list-style-type: none"> - Aiming to disrupt traditional approach - Led by academics - Aim to publish OA without charge to authors 	<ul style="list-style-type: none"> - Small operations – less resources for e.g. Marketing? - Often Humanities focused

Choosing which publisher



- 'Interview' the Publisher/Editor
- Who are others in your field publishing with? Where are the interesting books in your field being published?
- Journals/Book series
- Reputation of the Press – for quality of publications but also author care
- Ethos and values of the Press

Approaching Publishers



- Wait until thesis complete/post-viva for serious approaches
- Not unrevised dissertations – don't just submit your thesis
- Find the right contact at the Press
- Use networks to make introductions
- Have a publishing strategy
- Approach one at a time
- Why *this* publisher – series; other authors; reputation

Writing a book proposal

- Check publisher proposal guidelines and submission process
- Pay particular attention to:
 - Working title (clarity)
 - Aims and scope (originality, central arguments and themes)
 - Chapter outlines
 - Market/readership
 - Competition
 - Copyright – are you able to use the material? – say if any material is published elsewhere
 - Reviewers
 - CV – demonstrate why you are qualified to write book



Tips for a successful proposal

- Clearly written and well structured
- Jargon-free and takes into account different audiences that will read it
- Realistic about your audience, significance and reach
- Convince them - why will it be significant?
- Don't just assert your views, back them up with evidence
- Each section contributes to making an overall case
- Feedback and advice from colleagues before formal proposal submission



What a publisher needs to know

- They have the necessary routes to market
- Assess the risk – financial and reputational
- You have the right knowledge to write it
- You write well and can structure a book
- Fulfil quality standards
- You will be responsive to feedback
- You are reliable and will deliver on time
- You will help promote your book



Thesis vs Book

Thesis	Book
Fulfils an academic requirement	Fulfils a desire to speak broadly
Audience: one's dissertation committee	Audience: thousands of people you don't know
Dependent on quotations, often in blocks	Quotes others judiciously
Hides the authorial voice	Creates and sustains an authorial voice
Structure demonstrates analytical skills	Structure demonstrates the throughline
Examples are numerous, repetitive	Examples are well-chosen and move the story forward
Few, long chapters	Several chapters of readable length
Stops	Concludes



Taken from:

<https://www.eui.eu/ProgrammesAndFellowships/AcademicCareersObservatory/CareerTips/FromPhDtoBook#thingsnottodo>

From Proposal to Publication

Proposal + peer review

Press Committee + Academic Board

Draft manuscript + peer review

Final revisions + Production

Publication

Further Resources

Books

- European University Institute, *From PhD to Book*
- William Germano, *From Dissertation to Book and Getting It Published*
- Laura Portwood Stacer, *The Book Proposal Book*
- Mark Carrigan, *Social Media for Academics*

Useful Blogs/Online Resources

- Laura Portwood Stacer - <https://lauraportwoodstacer.com/>
- The Thesis Whisperer <https://thesiswhisperer.com/>
- Pat Thomson <https://patthomson.net/>
- Tara Brabazon - <https://www.youtube.com/user/TaraBrabazon>
- Katelyn Knox - <https://katelynknox.com/>

Further information

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For more info and our contact details see our website: <https://bristoluniversitypress.co.uk/publish-with-us> and <https://bristoluniversitypress.co.uk/author-hub>

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PUBLISHING WITH A PURPOSE



PUBLISHING FOR GLOBAL IMPACT AND SOCIAL CHANGE