



Braving the Publishing Wilderness

12 Tips to Publish Your First Academic Book

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Cambridge University Press

1. Why publish?

- Research grant
- Thesis/dissertation
- Fame/"Scholar-celeb"

2. Which press?

- A university press (UK/US)
- A commercial publisher

3. Who to contact?

- Seek "right" editor (one at a time)
- Submit non-exclusively (if not, ask!)

4. What's needed?

- Cover letter/email
- Proposal (6-12 pages)
- Sample chapters (two)
- Draft manuscript (80,000 – 160,000 words)



Reviewer A

6. *Revise my thesis?*

- *Sharpen focus of lit. review*
- *Expand jurisdictions studied*
- *↑ analytical vs ↓ descriptive*
- *Reduce # of footnotes*

7. *Peer review/approval?*

- *Single-blind*
- *2-3 external reviewers*
- *Deadline: 8-12 weeks*
- *Syndicate approval + 4 weeks*

5. *When do I start?*

- *After examiners' report or viva/oral defense*
- *Have a few sample chapters ready (or a revision plan)*

8. *How long it takes?*

- *3-4 mths – editorial*
- *6-24 mths – writing*
- *7-8 mths – production*



Reviewer B

10. Show me the \$£¥?

- *No publication charge (unless Gold OA)*
- *Wide range of royalties earned (not a trade title or textbook)*

11. "Sell" yourself?

- *Create personal website*
- *Attend conferences; meet editors; network*
- *Offer to review for journals*

12. Persevere!

9. Syndicate approval?

- *Rigorous research*
- *Significant contribution (theory, conceptual, methodology, etc.)*
- *Academic impact (awards, cited by judges)*
- *Topical, current, historical*
- *Original (<20% published)*
- *Global or Regional*
- *Comparative is good*



Reviewer C