

Why and How to Publish a Book with a University Press

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What Is a University Press?

- Nonprofit scholarly publishing arm of a university or college
- Peer Review - Publications Committee of the parent institution certifies books for publication
- Scholarly books, journals, and digital publications of original research or a synthetic nature intended for course use

Business Climate for University Presses

- Unpredictable sales environment
 - Library decreases
 - Fewer venues
 - Open access
- Stable costs
 - Monographs cost on average \$40,000 to publish (Ithaka) \$49,000 at tier 4
- Reliance on non-book funding sources

What do we look for?

- Innovative take on a topic important in the field
- Balance between junior, mid career, senior
- Good writing
- Balance of commercial and scholarly considerations

What you need to know about your work

- Subject
 - What is the book about?
 - Who is the book for?
- Method
 - How is the research conducted?
 - How is this conveyed?
- Intent
 - Why this book?
 - What do you wish to accomplish?

Well Written Books Have

- Setting
- Characters
- Narrator
- Example of theory or new theory
- Connection to canon
- How can it be taught?

What to Consider When Submitting a Proposal or Manuscript to a Publisher

- Fit: It should fit the list of the publisher as is evidenced by its recent publications.
- Audience: Be specific about your level of readership and what fields or subfields.
- Writing Style: Write, if possible, for the upper-level undergraduate.
- Pitch: You should be able to describe the essence of your book in one or two sentences. What questions does it ask and what is its answer.
- Flexibility: Peer reviewers will recommend for changes, your publisher will recommend changes. Publishing is a collaborative and relational business.
- Funding: Books with very specialized audiences or expensive production extras may require subsidization.
- Communicate: If you submit to multiple publishers, let editors know.

Book Proposal Components

- Proposed Title and Subtitle
- Brief Description: One or two paragraphs.
- Full Description: One or two pages.
- Proposed Chapter Outline: Titles and content.
- Author Information: Title, affiliation, relevant publications.
- Market: Readership level and fields.
- Competition: Books for a similar audience.
- Specifications: Length, illustrations, schedule, multiple submissions.
- Other Materials: Sample chapter(s)

What to Consider When You Receive a Contract Offer(s)

- Word Count
- Delivery Date
- Approval Requirements
- Finances – Royalties for Cloth, Paper, E-Book, Sub Rights, Advance
- Editor's Understanding of the Books
- Prestige of the Press
- Marketing Strategy for the Book
- Publication Timing

Questions?

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