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SPRINGER NATURE

Publish or Perish: The Three Pillars of Successful Publishing

Who: Author

- ✓ Knowledgeable (from Medieval Latin, “auctor” – “originator”)
- ✓ Thorough and credible
- ✓ Ethical



What: Topic

- ✓ Original
- ✓ Relevant



Where: Market

- ✓ Content meets the needs of readers (scholars, students, administrators, professionals, policymakers, general public)
- ✓ Research that makes a contribution to the field

The Roles of the Publisher

Selection => ensuring quality

- ✓ Expert editors and boards
- ✓ Experienced, subject-area specialist publishing editors
- ✓ Rigorous review processes

Infrastructure

- ✓ Submission and tracking systems
- ✓ Production and metadata management
- ✓ Marketing and promotion
- ✓ Global distribution online and in print
- ✓ Abstracting and indexing services

Community building => connecting stakeholders

- ✓ Introducing new products and services
- ✓ Promoting innovative models (e.g., open access)
- ✓ Utilizing social media/networking
- ✓ Advocating publishing ethics and integrity

“A person who publishes a book willfully appears before the populace with his pants down. If it is a good book nothing can hurt him. If it is a bad book nothing can help him.”

— [Edna St. Vincent Millay](#)



Types of Publications

- Blogs
- Newsletters
- Magazines
- Newspapers
- Reviews, Commentaries and Editorials
- Speeches and Presentations
- Reports and Briefings
- Laws, Contracts and Regulations
- White Papers
- Manuals and Training Materials
- Technical Documentation
- Journals
- Dissertations
- Books
 - Textbooks, Research Monographs, Edited Volumes, Proceedings, Anthologies, Reference Works, Professional, Trade
- Multi-media
- *Other...?*



See U.S. National Library of Medicine:
<https://www.nlm.nih.gov/mesh/pubtypes.html>



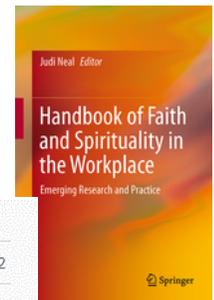
Influence and Impact

The role of the publisher is evolving from a transactional relationship with authors to providing a suite of resources and services to authors with the aim of maximizing the dissemination and impact of their research; competition is increasingly coming not from traditional publishers but from entrepreneurial service providers and industry disruptors

Education and Advocacy

Initiatives designed to “place the researcher at the center of everything we do”

- Author academy
- Researcher workshops
- Journal suggester and transfers program
- Citation alerts
- Book and journal metrics
- SharedIt
- Recommended
- Author satisfaction surveys
- Reviewer rewards



Book Metrics		
	Citations	32
	Mentions	1
	Readers	110
	Reviews	1
	Downloads	55219
Provided by Bookmetrix		



Self Publishing

Some pros:

- ✓ Creative independence
- ✓ Opportunity to experiment with regard to topic and format
- ✓ Not competing for publisher's attention
- ✓ Nearly instant publication
- ✓ Retain copyright
- ✓ Higher percentage of revenues

“The good news about self publishing is you get to do everything yourself. The bad news about self publishing is you get to do everything yourself.”

— [Lori Lesko](#)

Self-Publishing is NOT easy.



Some cons:

- ✓ Perception of vanity publishing
 - For journals, peer review is required
- ✓ Limited guidance from experts
- ✓ Limited discoverability online
- ✓ Limited promotion and visibility through traditional media and print channels
- ✓ Exposure to copyright and ethics claims
- ✓ Not without cost
- ✓ Many services available, but difficult to assess quality and reputation

Trends in Scientific and Scholarly Publishing (1)



Online publishing

- Journals and books delivered via online platforms; new journals e-only; print = optional service
- Sales increasingly dominated by multi-product/multi-institution deals; usage over sales as key metric

Online marketing

- Low-cost/high-impact outreach to authors, readers, libraries/institutions
- Using social media to source and promote content and to connect authors and readers



Search engine optimization

- Sophisticated tagging, abstracts and keywords to maximize traffic

Rankings

- JCR and other rankings increasingly influencing journal selection and publication recognition

Globalization

- Internationalization of topics, authorship, readership and distribution
- Rapid growth in output from Asia and emerging markets



Trends in Scientific and Scholarly Publishing (2)

Ethics and publishing integrity

- Increased emphasis on ethical publishing practices
- Anti-plagiarism and piracy tools available



Open access and content sharing

- Institutional mandates, pressure from authors
- Education and advocacy: aligning interests among different stakeholders

Data transparency

- Promoting access to data and replicability
- Open research

Modularization and multi-media

- New formats for presenting content



Journals: A World of Choice

The world's largest journal publishers include:

- Elsevier (1880): 2,500 journals
- Springer (1842): 2,900 journals
- Wiley (1807): 1,500 journals
- Taylor & Francis (1852): 2,400 journals
- Sage (1965): 900 journals
- Oxford University Press (1630s): 300 journals
- Cambridge University Press (1534): 300 journals

... and hundreds of smaller publishers, societies, universities, and entrepreneurial ventures

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The Journal Publishing Process: Rules of Thumb

- ✓ Familiarize yourself with journal's editor-in-chief and editorial board, aims and scope, instructions for submission, online submission platform, article presentation style, Impact Factor/ranking, policies on electronic supplementary materials
- ✓ Follow the posted instructions! *Do not* contact the Editor-in-Chief or publishing editor directly with manuscripts or pre-submission requests
- ✓ Many journals require exclusive submission until an editorial decision is made
- ✓ *Do not* submit previously published papers; authors must warrant that the material is original
- ✓ Copyright is usually transferred from the author to the publisher
- ✓ Join societies, social media networking groups, and listservs, and attend conferences for access and information
- ✓ Be patient: Editors receive dozens, even hundreds, of submissions, and must first determine which are eligible for review; high-quality reviewers are in demand
- ✓ Have a backup plan: if your article is rejected from your top choice, have an alternative



Getting to Know a Journal

Aims & Scope/About This Journal

The screenshot shows the Springer website interface. At the top, there's a navigation bar with 'HOME', 'MY SPRINGER', 'SUBJECTS', 'SERVICES', 'IMPRINTS & PUBLISHERS', and 'ABOUT US'. Below this is a search bar and a 'GO' button. The main content area features the journal title 'The Journal of Technology Transfer' with its cover image. Key information includes the Editor-in-Chief Albert N. Link, ISSN numbers (0892-9912 for print, 1573-7047 for electronic), and the journal number 10961. A 'Free Preview' button is prominently displayed. On the right, there's a 'READ THIS JOURNAL ON SPRINGERLINK' section with links for 'Online First Articles', 'Current Issue', and 'Free: Most Downloaded Articles'. Below that, a 'FOR AUTHORS AND EDITORS' section highlights the '2011 Impact Factor' as 1.176. Further down, there are links for 'Aims and Scope', 'Submit Online', 'Open Choice - Your Way to Open Access', 'Instructions for Authors', and 'Author Academy: Training for Authors'. At the bottom, there are social media icons for Like, Tweet, and +1, and a 'RECOMMEND TO LIBRARIAN' button.

Journal Homepage

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- Enhances and builds an understanding of the practice of technology transfer
- Emphasizes research on management practices and strategies for technology transfer
- Explores the external environment affecting technology transfer, including public policy developments, regulatory and legal issues, and global trends

The Journal of Technology Transfer has been accepted for Social Sciences Citation Index and Current Contents/Social and Behavioral Sciences and will first appear with an Impact Factor in the 2009 Journal Citation Reports (JCR), published in June 2010.

The Journal of Technology Transfer, the Official Journal of the Technology Transfer Society, provides an international forum for the exchange of ideas that enhance and build an understanding of the practice of technology transfer. In particular, it emphasizes research on management practices and strategies for technology transfer. Moreover, the journal explores the external environment that affects these practices and strategies, including public policy developments, regulatory and legal issues, and global trends. Readers will find a broad range of papers, ranging from case studies to comparative analyses.

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- Manuscript guidelines
- Online submission system

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- Copyediting, typesetting, metadata processing, eProofing
- Publication Online First (SpringerLink)

Post-publication

- Abstracting & indexing
- Citation alerts
- Article-level metrics
- Worldwide marketing

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Why is publishing your work important?

Perhaps you need to publish in order to graduate, get a job, or advance your career. But consider two of the most important aims of scientists:

- To add to the body of human knowledge
- To help yourself and others understand the nature of the universe

Your research is not complete until it has been published

You can't accomplish these goals without publishing. After all, the main way that others learn about your work is through your published articles. If you don't publish, other researchers can't build on your work, it will be as if you never did the research.

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Disc degeneration and chronic low back pain: an association which becomes nonsignificant when endplate changes and disc contour are taken into account.

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- 1 Google+ user

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- 3 Mendeley
- 0 CiteULike

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From Dr Steven Silk (thanks for the concise statement): "Disc Degeneration Does NOT Cause Back Pain. We've been..." <http://t.co/6t0nPgG0GD> 05-Nov-2013

Another article showing the poor correlation between imaging and clinical presentation <http://t.co/8UPTFLANCw> 10-Nov-2013

#PublicSub@EJ Disc degeneration and chronic low back pain: an association which becomes nonsignificant. <http://t.co/6W0W0g0tqP> #MSJL #MSJAN 10-April-2013

#PublicSub@EJ Disc degeneration and chronic low back pain: an association which becomes nonsignificant. <http://t.co/6W0W0g0tqP> #MSJL #MSJAN 10-April-2013

Disc degeneration seen on MRI is NOT a cause of low back pain <http://t.co/xxpJEn8t4>

Publishing Beyond Journals... Types of Books

Research

- Dissertation/Thesis
- Conference Proceedings
- Research Monograph
- Edited Volume



Reference

- Handbook
- Major Reference Work

Text/Teaching

- Textbook (Undergraduate/Graduate)

Professional, Trade and Other

- Professional
- Trade
- Briefs
- Anthology

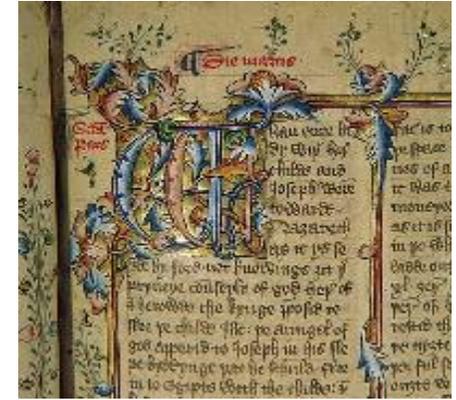


Overview of Book Types

Product Type	Description	Pros	Cons
Dissertation	Adaptation of research prepared for doctoral degree requirement	Already reviewed; may be subsidized or sponsored	May require significant revision; not very attractive to customers/readers
Conference Proceedings	Transcript or collection of papers presented at a conference	Already vetted; relatively easy to compile; may be indexed	May lack unifying theme or structure; low priority in academic community
Anthology	Collection of previously published articles and/or chapters	“Instant” book; one-stop shopping in a field or presenting overview of an author’s work	Reprint permissions may be expensive; irrelevant in an online environment
Monograph	Original research, with analysis, interpretation, and implications for further research and practice	Bread and butter of any academic program: may be theoretical or empirical, qualitative or quantitative	May be discouraged by administrators as competing with journal articles
Edited Volume	Collection of original chapters, organized around a coherent theme	Explore a topic from a variety of perspectives; may lead to new projects	Like “herding cats”; potential for overlap, content gaps, and/or uneven presentation
Handbook	Overview of the most current research, methodologies and concepts in a field	Presents state of the art in theory and application; helps define an established or emerging field	Large-scale project management; may be uneven
Major Reference Work	Single- or multi-volume work designed as “secondary” or “tertiary” content	Go-to resource covering a field or topic comprehensively; networking opportunity; high-usage	Large-scale project management; synthesis of knowledge, rather than breaking new ground
Textbook	Designed specifically for application in the classroom – didactic/pedagogical	Potential to influence future researchers; successful texts become evergreens	Tough competition; must meet high expectations to justify adoption; require ancillary materials
Professional	Practical insights for application in industry, clinical, or other professional settings	Applying research to broader audience; may be adopted in MBA, Exec Ed programs	Must be accessible and engaging to practitioners; active author promotion
Trade	General-interest title for non-specialist audience	Wide distribution of ideas; media exposure	High risk of failure; author must have promotional “platforms”
Briefs	Concise presentations of research, methodologies, case examples, and/or practice	Fill niche between articles and monographs to test new ideas; rapid turnaround	Highly standardized; may be perceived as lower quality

Key Elements of the Book Proposal

- Author/editor information
- Proposed title/subtitle and approximate specifications
- Estimated manuscript delivery date and format
- Project description
- Chapter outline
- Writing sample
- For edited volumes, name and affiliation of each contributor
- Recommended reviewers
- Unique selling points and keywords
- Primary and secondary markets
- Competitive/complementary titles
- Promotional opportunities



Book Proposal Do's

- **Fully prepare the proposal**, with the information requested from the publisher: the publisher needs to review concept, content, author credentials, positioning, supporting activities, and writing sample in order to evaluate a project
- **Do your homework**: be familiar with the publisher and their program, the list of complementary titles, their positioning in the marketplace, and generally how they present and support titles; the publisher's web site will offer a wealth of information
- **Be patient**: an editor may be reviewing dozens of proposals at a time and/or may be focused on other activities in the publishing cycle; external review or internal discussions/meetings may add several weeks to the decision-making process
- **Be responsive**: be forthcoming with additional information or materials at the editor's request; be open to constructive feedback that may enhance the positioning or development of the project
- **Be candid**: inform the editor if you have submitted the proposal to other publishers or if you have a deadline by which you need to make a publishing decision
- **Have realistic expectations**: for scholarly publishing, in particular, traditional models are rapidly being replaced by innovations in electronic distribution of content, electronic marketing, print-on-demand, and standardized production processes => designed to reduce costs and maximize exposure of your ideas to the academic community, rather than to maximize unit sales; for trade publishing, author platforms and promotional networks are essential

Book Proposal Don'ts

- **Provide insufficient information:** don't make the editor guess or conduct additional research to fill in basic information
- **Call to pitch your project,** unless you are already a house author and have a relationship with the editor; even for prolific, well-established authors, don't presume that the editor is already familiar with your work and does not require a full, written proposal to evaluate a project and present to colleagues and/or external reviewers
- **Send a complete manuscript without any supporting material:** in this case, more is less; editors do not have time to read a full manuscript that is not already under contract
- **Play games:** many editors prefer to receive exclusive submissions and to manage the proposal review schedule; they do not appreciate investing time in a proposal only to find that it is under review elsewhere, or that an offer is used to leverage another offer elsewhere
- **Have unrealistic expectations:** a proposal review may take several weeks or months; a publishing offer should reflect the commitment of the publisher to support the book within the parameters of their program and infrastructure



Book Publishing Timeline

- **Proposal development:** author prepares proposal, submits to editor, initial response from editor (proposal may be submitted to publisher at any time during the manuscript development process)
- **Proposal review:** editor evaluates, may submit to external reviewers and/or internal discussions/meetings (approx. 2 weeks – 3 months or more)
- **Publishing decision, contract:** proposal is accepted, contract drafted and submitted for author review; contract details finalized and contract circulated for signature (approx. 2 - 4 weeks)
- **Manuscript development:** author completes manuscript, with instructions from publisher; publisher may recommend submission of drafts (approx. 2 weeks – 18 months or more)
- **Manuscript transmittal:** author submits complete, final manuscript; editorial accepts manuscript (may require additional review) and prepares for transmittal to production (approx. 2 – 4 weeks)
- **Production (copyediting, typesetting):** usually outsourced, increasingly to a “full-service vendor” (approx. 3 – 6 months or more)
- **Release/publication**



New Book Series

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Editors: Satinder Dhiman & Joan Marques, Woodbury University

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Publishers generally post policies concerning:

- ✓ Ethical responsibilities of authors
- ✓ Compliance with ethical standards
- ✓ Disclosure of potential conflicts of interest
- ✓ Research involving human participants and/or animals
- ✓ Informed consent
- ✓ Plagiarism, piracy and fraud



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Ethics & Disclosures

This journal is committed to maintaining the highest level of integrity in the content published.
 This journal has a Conflict of Interest policy in place.
 Content published in this journal is peer reviewed.

Springer resources include:

- ✓ Plagiarism detection software (CrossCheck/iThenticate)
- ✓ Springer Guide on Publishing Ethics

Interactive course: <http://publicationethics.org/resources/e-learning>

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Electronic supplementary material

The online version of this article (doi:[10.1007/s11336-016-9507-z](https://doi.org/10.1007/s11336-016-9507-z)) contains supplementary material, which is available to authorized users.

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