

Part of **SPRINGER NATURE**

Illustration inspired by the work of Jean Piaget

## Book Publishing @ Springer

Michael McCabe, Senior Editor

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# Agenda

1	Book Publishing @ Springer
2	Publish with Springer
3	Author Support and Services
4	Beyond the Book

# Book Publishing @ Springer

# 1.0

# Springer Nature's role in academic book publishing

Largest academic book publisher in the world

Books across all research areas from science, technology and medicine to the humanities and social sciences

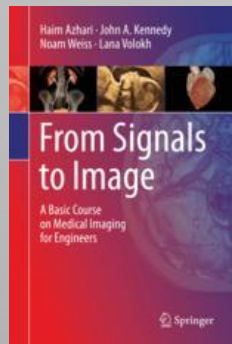
13,000 new books each year

More than 300,000 books available to readers on Springer Nature's content platforms and the online bookshop on [springer.com](http://springer.com)

Pioneers in digital book publishing: first publisher to offer all books in electronic format, alongside the print version

# Springer book categories and formats

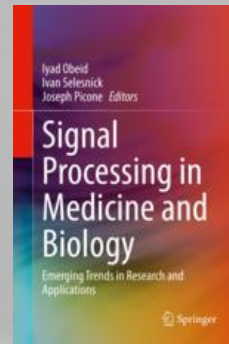
## Textbooks



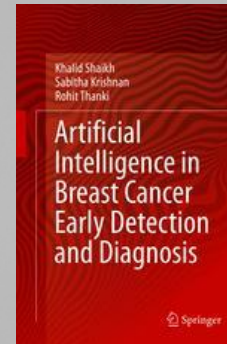
## Professional References



## Contributed Volumes



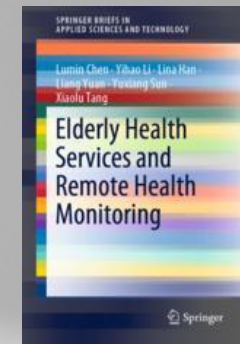
## Monographs



## Handbooks & References



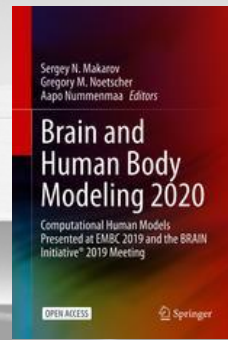
## SpringerBriefs



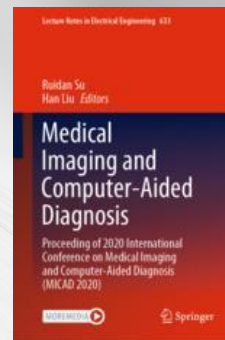
## Springer Book Series



## Open Access (OA) Books



## Conference Proceedings



## Springer Nature eBook collections



## Springer Nature Book Archives (SBA)



## The future of books is our responsibility

*“We strongly believe that books have a promising future. With the investment in new technology and the development of visionary features, we are committed to ensuring that books remain relevant to scholarly communication and responsive to the changing needs of our authors and readers in the future.”*

Dr. Niels Peter Thomas,  
Managing Director Books, Springer Nature

**Publish with Springer**

**2.0**

# We Share Common Goals in Dissemination of Content

- **Common Target Audience**
  - Researchers
  - Educators
  - Students
  - Practitioners
- **Common Target Markets and Segments**
  - The structure of your organizations reflect many of Springer's targeted market segments
- **Common "Content of Interest"**
  - Your work creates content that can lead easily to publishing books



# Cultivating Books from Existing Content

- **Ongoing teaching and research leads to content creation**
  - Course notes, journal articles, industry white papers, conference papers and presentations, tutorials and short courses, dissertations
- **Content can be repurposed for book creation**
  - Journal articles, conference papers, etc. are length limited – books are length “as needed”
    - Articles are like an “elevator-conversation” – time limited, but with specific goal
    - Papers (and sections of papers) can become the basis for a book chapters
  - Book content is broader and deeper
    - Books are like an intensive, multi-day short-course
    - Books provide more background, analysis, application, and outlook
    - Substantial introduction/motivation added
    - Examples, applications, case-studies added

# Working with Springer is Easy

- **Get started!**
  - Contact a Springer commissioning editor
- **Create a simple book proposal**
  - Proposal templates are available to walk you through the process
- **Create a quality manuscript**
  - Focus on creating good content and working with your co-authors to do the same
- **Springer does the rest...**

# Working with Springer is Easy

- **Full service production**
  - Copy editing, page layout, indexing, and publication in all print and electronic formats
    - 16 week workflow
- **Full-text .xml**
  - Every word searchable so the entire book is optimized for discoverability
  - E-books enabled with “E-file”
- **Print-on-Demand vendors around the globe**
  - Books can be printed in b/w and color
  - Zero inventory enables flexible publishing tactics
    - Easier decisions regarding revised editions

## Springer's E-business model

- **One product: electronic database of content – SpringerLink**
  - More than 200,000 books and 3,000 journals
    - 13,000+ books published each year
  - SpringerLink content packages owned by more than 15,000 institutions
    - Full access for everyone in I.P. range
- **High visibility for your work**
  - Search engines, SEO, DOI/linking
- **E-book readers enabled**
  - E-file enabled e-book vendors' proprietary platforms
- **Printed books as needed via POD**
  - 72-hour transaction from order to ship-direct

## Working with Springer is Fulfilling

- **Support from experienced editorial staff**
  - Always available throughout development of your manuscript
- **Quality production values**
  - An end result that will showcase your work
- **Global dissemination in print and electronic forms**
  - Wherever there is an audience for your content, including language translations in key markets

# Author Support and Services

# 3.0

# Author Support and Services

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## Author Support and Services

### Marketing – Ensuring the greatest possible visibility for your book!

To reach the greatest number and widest range of readers, we apply an effective mix of marketing and promotion for your book. We also encourage you to spread the word about your book! We provide the tips and tools that help you maximize the visibility of your publication.

### What we do and how you can help

- ▶ Search engine optimization (SEO)
- ▶ Book homepage
- ▶ Promotional flyer for your book
- ▶ Author badge
- ▶ The Springer shop affiliate program
- ▶ Social media: connect with your readers and us
- ▶ Newsletters and alerts
- ▶ Conferences
- ▶ Book distribution
- ▶ Amazon, Google and other partners
- ▶ Your book will be presented to booksellers



# Beyond the Book

# 4.0

# Springer Nature Video

## Discovery in Motion.

The new SN Video project offers peer-reviewed videos created by leading academics and practitioners.

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- We provide templates and editorial support
- Each video / segment has a unique DOI and ISBN
- Videos have CrossRef-enabled references
- Video abstracts in front of the paywall



## SPRINGER NATURE VIDEO

Discovery in Motion

- Curated content
- Peer reviewed videos
- Integrated on SpringerLink

ADVANCING  
DISCOVERY

# Springer Nature Journals

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Springer Nature is the publisher of the world's most influential journals and a pioneer in the field of open research. Across our wide portfolio of journals we cover the full range of research disciplines – providing a home for all sound research and a platform for some of the most important discoveries of our generation.

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# Thank you!

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The story behind the image



### Jean Piaget (1896–1980)

Jean Piaget revolutionised thinking on how children learn by suggesting that each child generates their own successive models of reality — a dynamic process punctuated by four stages that culminates in the ability to test ideas and master abstract concepts. Piaget's theories have had a profound and lasting impact on developmental psychology and education.

