



Finding Authors; The Proposal & Review Process; Fast Turn Content

How we find authors, build and leverage networks; how we review and approve new book proposals; short and fast-turn content

Presented By Peter Linsley

Date Sept 2018

Agenda: How We Find Authors & Leverage Networks

- Unsolicited
- Conferences
- Journals
- Societies, Partnerships
- Authors from your own institution (University Presses)





Traditional Methods of Finding Authors


Unsolicited!



- A proposal, or even a partially or fully written book
- To be carefully vetted and considered before being approved
- Uncommon; proactive approach required for more robust publishing program

Traditional Methods to Identify Prospective Authors

- Journal editorial boards

<h3>Tetrahedron</h3> <p>The International Journal for the Rapid Communication of Organic Chemistry and Critical Reviews in Organic Chemistry</p> <hr/> <p>Editors: Professor L. Ghosez, Professor R.J.K. Taylor, Professor K. Tomioka View full editorial board</p>	<h3>Most Downloaded Articles</h3> <p>The most downloaded articles from Tetrahedron in the last 90 days.</p> <ol style="list-style-type: none">1. Amide bond formation and peptide coupling ↗ Christian A.G.N. Montalbetti Virginie Falque2. Synthesis and synthetic chemistry of pleuromutilin ↗ Neal J. Fazakerley David J. Procter3. Efficient preparation, uses, and recycling of a polymer-bound sulfonylhydrazide scavenger ↗ Marie-France Bakaï Jean-Christophe Barbe ... <p>View all</p>	 <p>ISSN: 0040-4020</p> <p>g+ twitter facebook rss</p>
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- Top articles

Traditional Methods to Identify Prospective Authors

- Prestigious universities and organizations

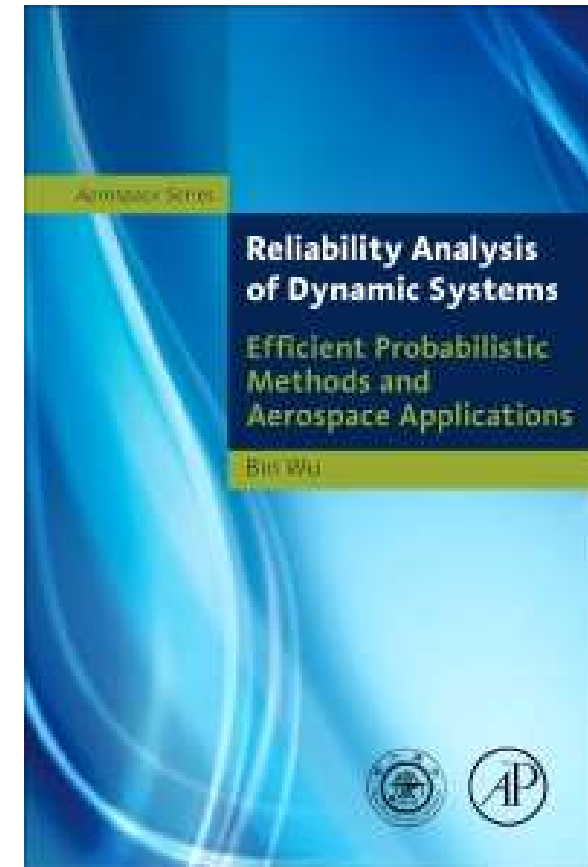
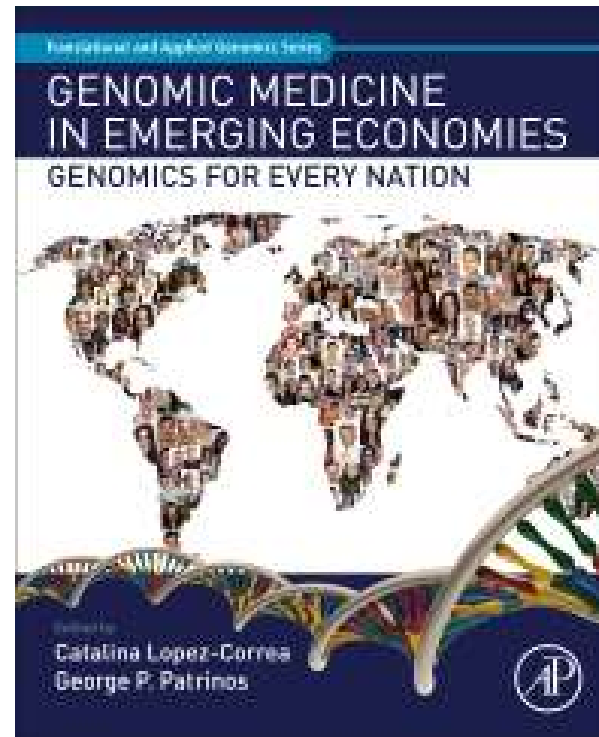
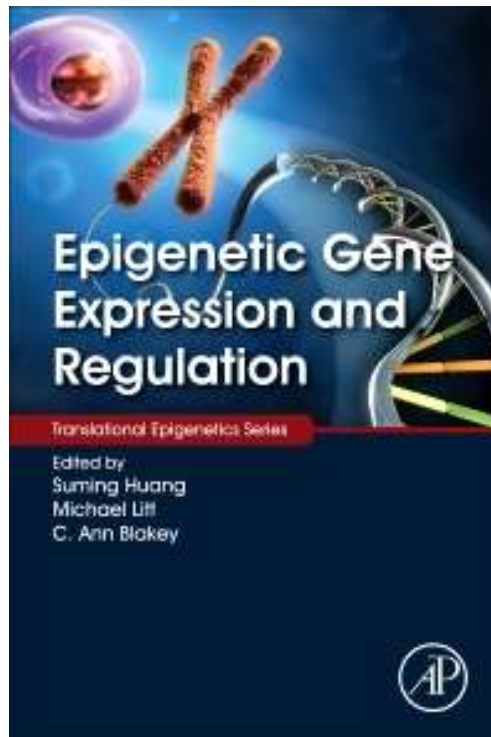


- Curriculum and syllabi (textbooks)

Partnerships and Book Series

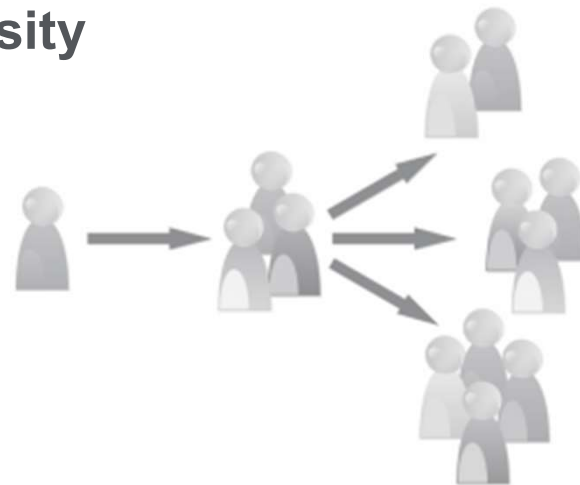
Benefits to Elsevier:

- Expanded subject area coverage
- Expanded global network and audience
- Sourcing of new authors/editors



Other Methods

- Existing authors, contributors, reviewers
- Word of mouth recommendations
- Authors working with other publishers
- **Authors at my own institution/university**



Authors at your own institution/university – Example:

Benemerita Universidad Autonoma de Puebla

Overall research performance

Scholarly Output

3,433

[View list of publications](#)

Authors

2,598

Field-Weighted Citation Impact

1.26

Citation Count

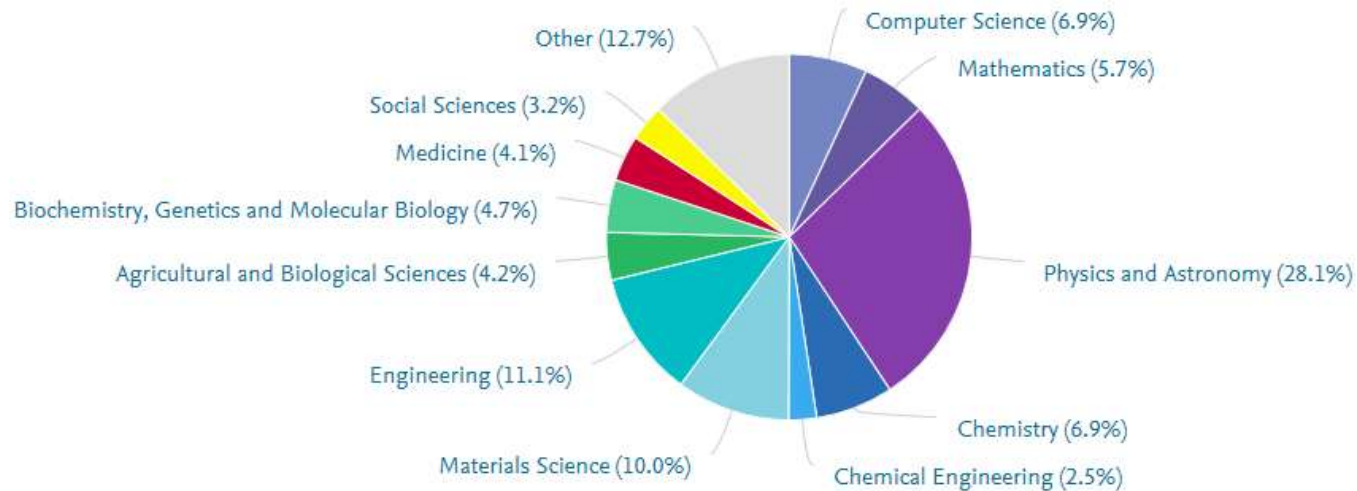
30,221

Citations per Publication

8.8

h5-index

69



[> Analyze in more detail](#)

Benemerita Universidad Autonoma de Puebla – Number of Journal Publication and FWCI, 2013 – 2017




Benemerita Universidad Autonoma de Puebla – Top Authors

Authors

[+ Add to Reporting](#) [Export](#) 

Top 500 authors, by number of publications at Benemerita Universidad Autonoma de Puebla over the period 2013 to 2017. Note that some authors may no longer be affiliated with Benemerita Universidad Autonoma de Puebla.

 Add to panel

	Name	Publications 	Most recent publication	Citations per Publication 	h-index
1.	 Pedraza-Morales, M. I.	339	2017	21.6	64
2.	 Salazar Ibarguen, H. A.	314	2017	38.4	75
3.	 Vargas, Aurora Diozcora	145	2017	33.9	58
4.	 Salazar Ibarguen, H. A.	145	2017	11.9	24
5.	 Martínez, Mario Ivan	144	2017	36.7	107
6.	 Cortés-Maldonado, Ismael	141	2017	33.5	54
7.	 Rodríguez Cahuantzi, Mario	133	2017	34.9	57
8.	 Tejeda Muñoz, Guillermo	132	2017	38.4	55
9.	 Carpinteyro, S.	132	2017	15.0	22
10.	 Uribe- Estrada, C.	127	2017	11.1	28
11.	 Fernández Téllez, A.	110	2017	42.0	62

Benemerita Universidad Autonoma de Puebla – Choose an Author

Salazar Ibarguen, H. A.

Scopus author ID: 56002678600 | [View in Scopus](#)

Publications

510

[View list of publications](#)

Citations

26,584

Citations per Publication

52.1

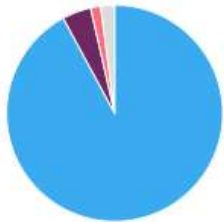
h-index

75

h5-index

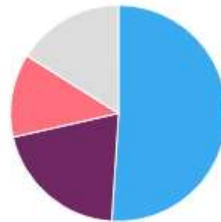
53

Publications by Institution



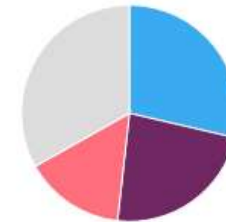
- ■ ■ Benemerita Universidad Au... (92.1%)
- ■ CERN (4.3%)
- ■ Universidad Autonoma de S... (1.5%)
- Other (2.1%)

Publications by Subject Area



- Nuclear and High Energy P... (51.0%)
- Physics and Astronomy (mi... (20.4%)
- General Physics and Astro... (12.5%)
- Other (16.1%)

Publications by Scopus Source



- Journal of High Energy Ph... (28.6%)
- Physics Letters, Section ... (23.1%)
- Physical Review Letters (15.1%)
- Other (33.1%)

Benemerita Universidad Autonoma de Puebla – Choose an Author

Humberto Salazar Ibargüen, the BUAP scientist who provided evidence about the Particle of God



Investigation

For his outstanding career, he obtained the State Presence of Science and Technology "Luis Rivera Terrazas" 2016, in Exact and Natural Sciences

BUAP, June 15, 2016.- His contributions that gave evidence of the existence of the Higgs Bosson, made him creditor to The 2013 High Energy and Particle Physics Prize, granted by the European Physics Society. Today he participates in three major international projects, whose aim is to find a new fundamental law in Physics: Pierre Auger, Large Hadron Collider, CERN, and HAWC Observatory. He is Humberto Salazar Ibargüen, researcher at the Faculty of Physical Mathematics of the BUAP.

Level III of the National System of Researchers, also participated in the design, construction and testing of the UV chamber of the TUS (Tracking Ultraviolet Set up, or device for ultraviolet tracking), the main scientific instrument installed on the M. M. Lomonosov Satellite, which it was released on April 28.

Dr. Salazar Ibargüen's areas of specialty:

- Ultra high energy cosmic rays
- the higgs boson

Broad Area:

- High Energy Physics

416 Documents Cited by 12388 documents 150 co-authors Author history

View all in search results format >

Sort on: [Date \(newest\)](#)

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Document title	Authors	Year	Source	Cited by
Search for a massive resonance decaying to a pair of Higgs bosons in the four b quark final state in proton–proton collisions at $\sqrt{s}=13\text{TeV}$ Open Access	Sirunyan, A.M., Tumasyan, A., Adam, W., (...), Taylor, D., Woods, N.	2018	Physics Letters, Section B: Nuclear, Elementary Particle and High-Energy Physics 781, pp. 244-269	1
View abstract <input type="checkbox"/> Full Text View at Publisher Related documents				
Measurements of differential cross sections of top quark pair production as a function of kinematic event variables in proton–proton collisions at $\sqrt{s}=13\text{ TeV}$	Sirunyan, A.M., Tumasyan, A., Adam, W., (...), Smith, W.H., Woods, N.	2018	Journal of High Energy Physics 2018(6),2	0
View abstract <input type="checkbox"/> Full Text View at Publisher Related documents				
Search for lepton flavour violating decays of the Higgs boson to $\mu\tau$ and $e\tau$ in proton–proton collisions at $\sqrt{s}=13\text{ TeV}$	Sirunyan, A.M., Tumasyan, A., Adam, W., (...), Taylor, D., Woods, N.	2018	Journal of High Energy Physics 2018(6),1	1

SciVal Data Comparison

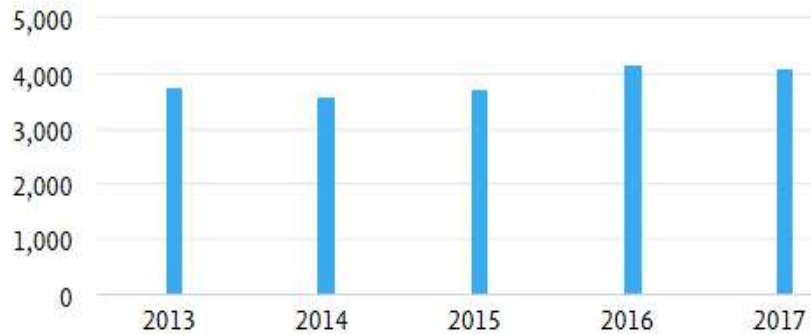
High Energy Physics:

Articles Published: 19,352
 CAGR: 1.6%
 FWCI: 1.35

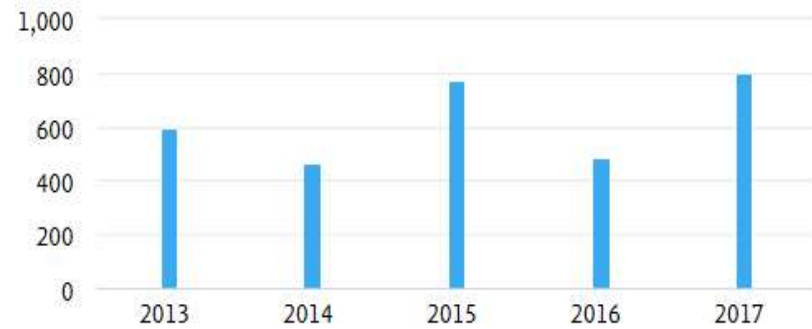
Ultra High Energy Cosmic Rays:

Articles Published: 3,126
 CAGR: 6.09%
 FWCI: 1.7

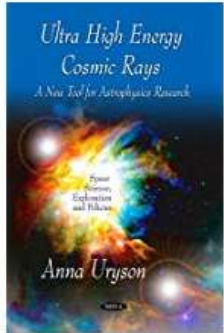
Scholarly Output 🌐



Scholarly Output 🌐




Competition and Need



Ultra High Energy Cosmic Rays: A New Tool for Astrophysics Research (Space, Science, Exploration and Policies) Jul 1, 2010

by Anna Uryson

Paperback

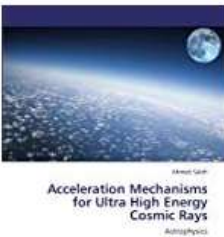
\$49⁰⁰ 

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\$48.43 (8 used & new offers)



Acceleration Mechanisms for Ultra High Energy Cosmic Rays: Astrophysics Jul 9, 2012

by Ahmed Saleh

Paperback

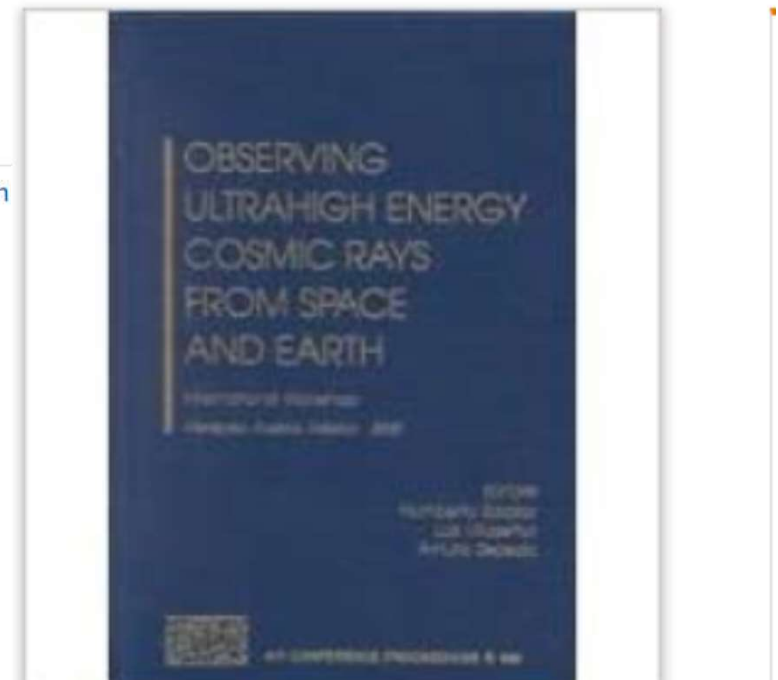
\$60⁰⁰ 

Get it by **Friday, Aug 17**

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by **Humberto Salazar (Editor), Luis Villasenor (Editor)**


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Ultra high energy cosmic rays and Monte Carlo simulation: Application rays interactions Jan 23, 2012

by Umananda Dev Goswami

Paperback

\$77⁰⁰ 

Get it by **Friday, Aug 17**

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Ultra high energy cosmic rays and Monte Carlo

Proactive Approach to Author Search

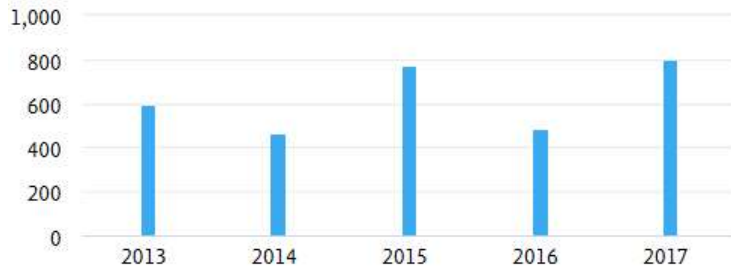
Ultra High Energy Cosmic Rays:

Articles Published: 3,126

CAGR: 6.09%

FWCI: 1.2

Scholarly Output



- Approach author/editor with book concept in mind
- Supply Evidence of global interest

In addition to bibliometric data, this might include:

- grants awarded; new research funding
- Success of journal publication or research project
- proposal reviews of related books
- researcher interviews
- Align book concept your house publishing strategy; align with Use Case framework



Ultra High Energy Cosmic Rays: A New Tool for Astrophysics Research (Space, Science, Exploration and Policies) Jul 1, 2010
by Anna Urison
Paperback
\$49.00 ^{prime}
FREE Shipping
Temporarily out of stock. Order now and we'll deliver when available.
More Buying Choices
\$48.43 (8 used & new offers)

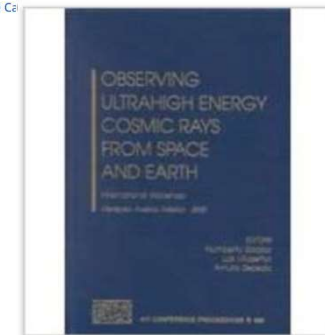


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\$77.00 ^{prime}
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Benefits of Proactive Approach:

- More Books Published
- Higher Impact Books
- Global Mindset
- Strategic Alignment

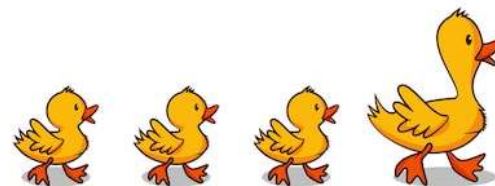


The Book & Review Proposal Process

The Book Proposal Process

Agenda:

- **Part I: Doing it – Basic Steps**
- Acquisitions Editor Review of the Author's Proposal
- Proposal Reviews
- Proposal Document
- **Part II: Doing it Well – Best Practices and Troubleshooting**
- Best Practices
- Red Flags and Troubleshooting
- Q&A



Part I: How to Do It – Basic Steps

Proposal Development Stages

1

Assess Author Proposal

- ✓ Receive author proposal
- ✓ Initial Assessment
- ✓ Author communication
- ✓ Consult with AE's in discipline with overlap if needed

2

Reviews

- ✓ Locate Reviewers and Solicit
- ✓ Sending/Receiving Reviews
- ✓ Synthesize/Share Reviews with Author

3

Proposal Writing and Approval

- ✓ Proposal Draft / Create Book Financial Model
- ✓ Publisher Approval/ Post on next PSM Agenda
- ✓ Submit/Pitch

Step 1: Prospecting – AE Review of the Author's Proposal

Initial steps:

- Read through the entire proposal, author CV/resume, and any sample material – go back to author if any pertinent information is missing (e.g., projected page count, number of figures, estimated manuscript delivery date, co-author or contributor details)
- Consult AE(s) in disciplines with overlap, as appropriate
- Solicit/Search for proposal reviewers – sources may include previous reviewers, current authors, contributors to related books, editorial board members, LinkedIn contacts, etc.
- Send out reviewer questionnaires.

The image shows a screenshot of the Elsevier S&T Books Book proposal form. The form is titled "Elsevier S&T Books • Book proposal form" and is divided into several sections, each with a heading and a brief instruction:

- Working title**: Titles and subtitles should be focused to include key terms that readers would use if searching for information on this topic.
- Key Words**: Include 5-10 key words that readers would use if searching for information on this topic.
- Author information**: Please list all authors or editors, including contact details, qualifications and experience, and outline why you are you the right individual or team to prepare this book.
- Background and purpose**: Please 'set the scene'. What is your purpose in writing this book? Include any background that helps to explain why there is a need for a new resource in this area.
- Revised Content**: Please outline in detail changes to the previous edition content that you plan on incorporating in the new edition of the work.
- Target audience**: Please describe your intended audience in as much detail as possible, e.g. industry sector, job role, level, subject specialism. If the book could be used for a course please provide details, including program and level.
- Benefits to audience**: With reference to the target audience(s) listed above, please give details of:
 - The information needs and daily

Step 2: Proposal Review Checklist

Which type of proposal do you have?

- First edition = 3 positive reviews
- Revision = 2 positive reviews

Other Must-Have Checklist items:

- Obtain reviewers from outside your institution
- Obtain international reviewers
- Allow 2-4 weeks for review time, sometimes longer
- Be sure to ask for the reviewer's name, affiliation/company, department, and geographic location
- Highlight and share reviewer suggestions/questions with author for responses (recommended to be shared anonymously)



How do I find reviewers?

Methods

- Conferences
- Journals
- Societies, Partnerships
- Bibliometrics
- Maintain an ongoing Reviewer list, with specialties noted



Contacting Reviewers

- Email/phone
- Describe the project, how you found them, the time and work involved, and what you can offer them

Reviewer Invitation - Email Template

Dear Dr. _____,

Please allow me to introduce myself as the Editor at Elsevier (Academic Press) with responsibility for our biochemistry, genetics, and genomics books programs.

We've received a book proposal for a new volume in our *Translational Epigenetics* series, tentatively titled *Human Behavioral Epigenetics: Principles, Methods, Evidence, and Future Directions*. This will be edited by Livio Provenzi and Rosario Montirosso.

In my search for reviewers, I saw that your research areas align with the book proposal, and you recently published a paper in *AJHG* on epigenetics of neuropsychiatric disorders. Would you be willing to review the proposal materials and complete a short questionnaire? I suspect this will take one hour of your time, and we would be happy to compensate you with a ____ reviewer honorarium.

Thank you, Dr. _____. I look forward to hearing from you.

Best wishes,
Peter Linsley

Reviewer Questionnaire

In addition to Questions on Topic Coverage, Structure, Competition, and Market:

- Seek to understand the Book's audience
- Seek to understand the Book's Use Case – What Problem Does it Solve?

1. *Based on your assessment of the proposal, in your view who is the audience for the project?*

2. a. *What do you think are the key knowledge and information needs this audience faces (in relation to the field covered by this proposal)?*

2b. *Would the proposed book help to meet these needs?*

Customize if necessary. For example, textbook proposals should include questions about the reviewer's course.

Example Review Responses

Genomic Data Sharing

Case Studies, Challenges, and Opportunities for Precision Medicine



1. *Based on your assessment of the proposal, in your view who is the audience for the project?*

Genomics researchers, Bioinformaticians, Medical informaticians, IT professionals, and Regulators (policy makers)

Example Review Responses – *Genomic Data Sharing*

2.a What do you think are the key knowledge and information needs this audience faces (in relation to the field covered by this proposal)?

*I believe that the academic researchers have primarily practical concerns, e.g., what are their obligations to share data, what are the benefits of sharing data, **how should they format and store their data, and how can they effectively utilize other's data.** IT professionals also have practical concerns, e.g, **how to store and safeguard this data.** Regulators have concerns about **how to balance protecting research participants and maximize outcomes.***

2b. Would the proposed book help to meet these needs?

*The chapters on consortium and biobank examples may explain how these groups overcame logistical barriers. The reliance on case studies may, however, make it difficult for readers to extract the information that is relevant to them. While the proposed chapter on the U.S. Regulatory Frameworks may provide researchers an explanation of their obligations, **it does not appear that it will provide recommendations for improving or strengthening the framework.***

Step 3: Proposal Writing and Pitch

Proposal = Business Plan



Publishing Proposal - Elsevier S&T Books

ACQ. EDITOR: _____
 PUBLISHING: _____
 IMPRINT: _____
 PUB DATE: _____
 DISCOUNT: _____
 FORMAT: _____
 PAGES: _____
 TRIM SIZE: _____
 ILLUSTRATIONS: _____
 SO COLLECTION: _____
 CUMULATIVE REF: Y/N _____

Title, Edition #
 Subtitle
 One-line description

AUTHOR/EDITOR INFORMATION

Author #1 name
 Author affiliation
 Author biography

Author #2 name
 Author affiliation
 Author biography

WHY SHOULD WE PUBLISH THIS WORK?

Write for competition. List 3-5 titles that cluster with the proposed project. Essential info: Author, title, pub date, price, extent, ISBN, summarized sales history. Write to show: Timeliness, interlocking, gap. Fill in on form provided. S&T P use only.

CLUSTER POTENTIAL

Write for competition. List 3-5 titles that cluster with the proposed project. Essential info: Author, title, pub date, price, extent, ISBN, brief description. Write to show: Timeliness, interlocking, gap. Fill in on form provided.

KEY COMPETITIVE TITLES

Write for competition. List 3-5 titles that cluster with the proposed project. Essential info: Author, title, pub date, price, extent, ISBN, brief description. Write to show: Timeliness, interlocking, gap. Fill in on form provided. For textbooks: include a description of the text and 2-3 sample chapters (course name, number, or credit hours and level).

END USER KEY FEATURES

• _____

END USER BOOK DESCRIPTION

SPECIAL PUBLICITY AND CHANCE OPPORTUNITIES

Write for competition. Proposed publicity or editorial marketing opportunities specific to this project or cluster. Copyeditors' approval.

LIST PRICE \$ / € / £
 PRICING RATIONALE:
 PRINT FORECAST:
 FORECAST RATIONALE:
 LOS REVENUE \$
 LOS MARGIN %
 ADVANCE/GRANT:
 AUTHORICE
 TABLE OF CONTENTS:
 KEYWORDS:

Proposal Writing – Proposal Document Sidebar

Let's take a closer look at what needs to be filled out here:



This is the at-a-glance section that summarizes the basics of the book; its intended size, portfolio, pub date, sales and revenue projections, gross margin, audience and contents

ACQ EDITOR:
PMG/PMC:
IMPRINT:
PUB DATE:
DISCOUNT:
FORMAT:
PAGES:
TRIM SIZE:
ILLUSTRATIONS:
SD COLLECTION:
CLINICAL KEY: Y/N

LIST PRICE \$ / € / £
PRICING RATIONALE:

PRINT FORECAST:
FORECAST RATIONALE:

LOE REVENUE: \$
LOE MARGIN: %

ADVANCE/GRANT:

AUDIENCE:

TABLE OF CONTENTS:

KEYWORDS:

Proposal Writing – Title section and Author/Editor Info

Section Must-Haves:

- ❑ Title, Edition #, and Subtitle
- ❑ Includes a **one-line description that effectively describes the purpose of the book**
- ❑ Author name, affiliation, and brief bio - **Should be factual and not subjective.**

Publishing Proposal • Elsevier S&T Books

Methods for Analysis of Carbohydrate Metabolism in Photosynthetic Organisms

Plants, Green Algae and Cyanobacteria

Useful methods for carbohydrate analysis of photosynthetic organisms in a single source

AUTHOR/EDITOR INFORMATION

Horacio G. Pontis, Emeritus Professor of the University of Mar del Plata, Mar del Plata, Argentina

- Expert on the synthesis and biochemistry of carbohydrates in plants
- Active specialist biochemist in carbohydrate metabolism and has extensive teaching experience in biochemistry related subjects.

WHY SHOULD WE PUBLISH THIS WORK?

Primary plant metabolites, which include carbohydrates, are compounds that are commonly produced by all plants and that are directly used in plant growth and development. The primary carbohydrate metabolism is responsible for the major flux of photosynthetic products in the plant; A plant's ability to grow depends entirely on its own photosynthetic and metabolic capacity. The wide variety of carbohydrate species and their inherent polydispersity and heterogeneity require separation techniques of high resolving power and high selectivity such as high performance liquid chromatography (HPLC) and capillary electrophoresis (HPCE). In the last decade HPLC, and recently HPCE methods have been developed for the high resolution and reproducible quantitation of carbohydrates.

Methods for Analysis of Carbohydrate Metabolism in Photosynthetic Organisms provides a comprehensive review of carbohydrate analysis by covering analytical and preparative separation techniques for all classes of carbohydrates. The book compiles the reagents involved in a range of methods so that researchers studying carbohydrate metabolism in photosynthetic organisms can find all relevant requirements of each method in one volume.

One of the most important aspects of this book is the listing and description of older methods which do not require advanced instrumentation. By including historical methods, this book demonstrates that it's feasible to study biological phenomena without expensive instruments which is of particular use to researchers in developing countries and/or those with limited funding.

STRATEGIC DRIVER: Continued growth of plant science portfolio in line with FUND LS DV. This content is interdisciplinary appealing to students and researchers in the following fields: plant science, biochemistry, molecular biology, microbiology, and environmental science.

DV1: X
Supporting Verticals: X

ACQ EDITOR: Preap, Mary
PMG/PMC: 090/768
IMPRINT: Academic Press
PUB DATE: April 2016
DISCOUNT: Agency
FORMAT: Paperback, 1-color
PAGES: c. 208
TRIM SIZE: 235 x 191 (7 1/2 x 9 1/4)
ILLUSTRATIONS: 45
SD COLLECTION: Agricultural, Biological, and Food Sciences
CLINICAL KEY: N

LIST PRICE: \$99.95 / €71.95 / £60.99
PRICING RATIONALE: Priced in line with reviewer feedback and evaluation of the end-user market.

PRINT FORECAST: 365 / 550
FORECAST RATIONALE: Estimates and channel breakdowns are based on market and similar cluster titles.

LOE REVENUE: \$XXXX
LOE MARGIN: XX.X%

ADVANCE/GRANT: \$2,500.00 for manuscript preparation.

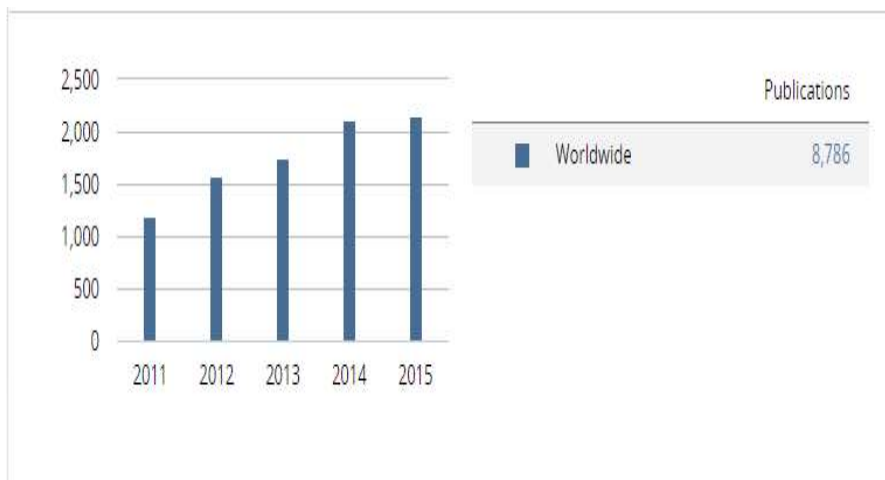
AUDIENCE: Grad students, post docs, researchers in plant science
Secondary audience: Grad students, post docs, researchers in biochemistry, molecular biology, microbiology, and environmental science.

TABLE OF CONTENTS:
Chapter 1: Extraction preparation. Extraction and cellular rupture
Chapter 2: Protein Separation
Chapter 3: Determination of Enzymatic activity
Chapter 4: Monosaccharides and oligosaccharides: General methodology
Chapter 5: The case of sucrose

Proposal Writing – Strategic Fit

Why Publish section Must-Haves:

- ❑ How this proposed title fits signing strategy
- ❑ Data (5 year CAGR, Research Output Volume, FWCI)



Publishing Proposal • Elsevier S&T Books

Methods for Analysis of Carbohydrate Metabolism in Photosynthetic Organisms
Plants, Green Algae and Cyanobacteria

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AUTHOR/EDITOR INFORMATION

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FORECAST RATIONALE: Estimates and channel breakdowns are based on market and similar cluster titles.

LOE REVENUE: \$XXXX
LOE MARGIN: XX.X%

ADVANCE/GRANT: \$2,500.00 for manuscript preparation.

AUDIENCE: Grad students, post docs, researchers in plant science
Secondary audience: Grad students, post docs, researchers in biochemistry, molecular biology, microbiology, and environmental science.

TABLE OF CONTENTS:
Chapter 1: Extraction preparation. Extraction and cellular rupture
Chapter 2: Protein Separation
Chapter 3: Determination of Enzymatic activity
Chapter 4: Monosaccharides and oligosaccharides: General methodology
Chapter 5: The case of sucrose

Proposal Writing – Strategic Fit continued

- What Problem Does this Book Solve? section Must-haves:

☐ Clearly explain how this content will help an end user. How will they use the content in their work? At what point in the researcher workflow does this help them solve a problem? What problems will this book help them solve?

What Problem does this book solve?

Problem: Keeping pace with current trends in cell therapy is difficult for physicians and biomedical researchers due to the rapid expansion of the field, the large number of cell types involved, limited knowledge regarding how cells are manufactured, the broad spectrum of diseases being targeted clinically, and the volatility in the valuation of companies that are capitalizing on existing/developing gene/cell therapies.

Solution: This thorough but concise volume, which reviews the most current trends in cell-based therapy, their overall effectiveness from a clinical perspective, and how the industry is moving therapies forward for capitalization will aid in resolving that confusion.

Proposal Writing – Cluster/Competitive Titles

Cluster Potential Must-Haves:

- ❑ 3-5 Elsevier titles with Author, title, pub date, price, extent, ISBN, summarized sales history (total print and electronic), SD/3PP chapter download usage
- ❑ Separate forthcoming title section, requires only title, extent, price, pub date

Cluster Potential Nice-to-Haves:

- ❑ Trim size, color, binding, (esp. if different from proposed)

Competitive Title Must-Haves:

- ❑ 3-5 titles with Author, title, pub date, price, extent, ISBN, brief differentiation(s)

Competitive Title Nice-to-Haves:

- ❑ Trim size, color, binding, esp. if

CLUSTER POTENTIAL

- Plant Biochemistry, 4e, Heldt, 9780123849861, \$105.00, October 2010, X units sold, SXXXX P&E LOT
- Physicochemical and Environmental Plant Physiology, 4e, Nobel, 9780123741431, \$104.00, April 2009, X units sold, S XXXX P&E LOT
- Experiments in the Purification and Characterization of Enzymes, Crowley, 9780124095441, \$84.95, Feb 2014, X units sold, S XXXX P&E LOT

KEY COMPETITIVE TITLES

- Chaplin, Carbohydrate Analysis: A Practical Approach, 2nd ed., 9780199634491, Oxford University Press, Dec 1994, 324 pp, \$109.09
 - Handbook of up-to-date laboratory protocols in the complex field of carbohydrate analysis. The Chaplin book is outdated, The Pontis book analyses aspects of the main carbohydrates which intervene in the metabolism of the photosynthetic organisms.
- Bryant, Plant Carbohydrate Biochemistry (Society for Experimental Biology), 9781859961124, Garland, Mar 1999, 336 pp, \$282.00
 - Reviews developments in plant carbohydrate biochemistry, placing these within the context of the broader understanding of carbohydrate metabolism in higher plants. The Pontis book is focused on methods and protocols for analyzing plant carbohydrate metabolism.

END USER KEY FEATURES

- Includes a variety of analytical methods and how to apply the methods using examples from specific case studies.
- Discusses technical information on how to characterize plant carbohydrates and sugar nucleosides
- Contains easy-to-follow protocols with detailed explanations for self-guidance

END USER BOOK DESCRIPTION

Methods for Analysis of Carbohydrate Metabolism in Photosynthetic Organisms contains useful protocols for researchers working on the determination of carbohydrate metabolism. The book provides foundational content as well as step-by-step guidance on how to design and conduct an experiment, including what other methodologies could be used if advanced instruments are not readily available.

Methods for Analysis of Carbohydrate Metabolism in Photosynthetic Organisms covers analysis of both general and detailed aspects of carbohydrate metabolism in photosynthetic organisms along with the four main oligosaccharides and each enzymatic reaction which gives birth to them. Chapters include information on how biological active protein is extracted for different cells, determination of enzymatic activity, separation of proteins by different available methods, and descriptions of analytical methods for the determination of various types of carbohydrates in photosynthetic organisms.

REVIEWER COMMENTS

NOTE REGARDING REVIEWER COMMENTS: The author is amenable to incorporating recommended Changes; mostly importantly he agreed to include text on modern/new techniques (e.g. MS, NMR, etc.), and their applications. Specific comments below.

Chapter 6: The case of trehalose
 Chapter 7: The case of raffinose
 Chapter 8: The case of fructans
 Chapter 9: The case of polysaccharides
 Chapter 10: The case of starch
 Chapter 11: The case of glycogen
 Chapter 12: The case of cellulose
 Chapter 13: The case of sugars phosphates
 Chapter 14: The case of sugars nucleotides

KEYWORDS: Carbohydrates determination, sugar phosphates determination, sugar nucleotides determination, determination of carbohydrate enzymology, protein separation



CRC Press
Taylor & Francis Group



Taylor & Francis
Taylor & Francis Group



Proposal Writing – Key Features and End User Description

Some tips on this section:

- ❑ Look to your **reviewer's comments** and the **author's proposal** for key features – what are the strengths of the book and how will they directly benefit the user? What problem does the book content solve for the user?
- ❑ Be specific and avoid generic statements, focus on using key terms
- ❑ For end user description, stay between **150-250 words**
- ❑ The book is the lead – state the **title** upfront and what the main theme is
- ❑ Follow this up with the primary topics of the book (i.e., look to the TOC)
- ❑ End with a general **benefit to the audience** – Who is the book meant for and what will it do for them?

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Proposal Writing – Publicity, Prior Ed, Reviewers Comments

Publicity section needed if:

- Conference outside scope of annual list
- Relevant social media such as blogs, author maintained sites
- Can be left empty if there is nothing unusual or new to highlight

Prior Edition section Must-Haves:

- Sales information:
- If title was acquired, be sure to include any prior sales numbers available

Reviewer Comments Section Must-Haves:

- Include reviewer's name, affiliation, department/company, and location
- Reviewer comments can be grouped together for each question.
- Also include Editor responses to reviewer comments and key suggestions or critiques

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KEYWORDS: Carbohydrates determination, sugar phosphates determination, sugar nucleotides determination, determination of carbohydrate enzymology, protein separation

Submitting Proposal for Approval



A Timeline:

- Our Editors send proposal to Publisher for initial feedback and approval. Once approved by Publisher, Editor submits proposal for Approval with Stakeholders.
- With Stakeholders, Editor is given an opportunity to briefly pitch his/her project:
 - ✓ **Be brief** – one sentence about the book (Reiterate your Why Publish section)
 - ✓ **Indicate** strategic fit/your signing area
 - ✓ **Indicate** Use Case alignment and Problem Solved by Book
 - ✓ Address feedback/questions that you received and answered prior to the meeting
- Once the project is approved, Editor submits to Finance for final approval and informs author that project was approved.

Doing It Well - Best Practices, cont'd

- ❑ Proposals (often) do **not** need excessive explanation of the technical details of a subject area, i.e., **“less is more”** – as long as the “less” is compelling and on topic
- ❑ Use **active** and not passive language!
- ❑ Be specific and avoid generic statements
- ❑ **Is it more than a book?** Can a video be added? Author Blogs? Data? Think about this with each project and ask reviewers/author(s) on ideas while the proposal is under review. Every proposal is an opportunity to **add value to the book.**
- ❑ **Should you consider short format or a fast turn content approach?** Is the topic time-sensitive or technology specific? Is the area interdisciplinary, or unproven? Is the Author not well known?



Short Format & Fast Turn Content

What is Fast Turn Content?

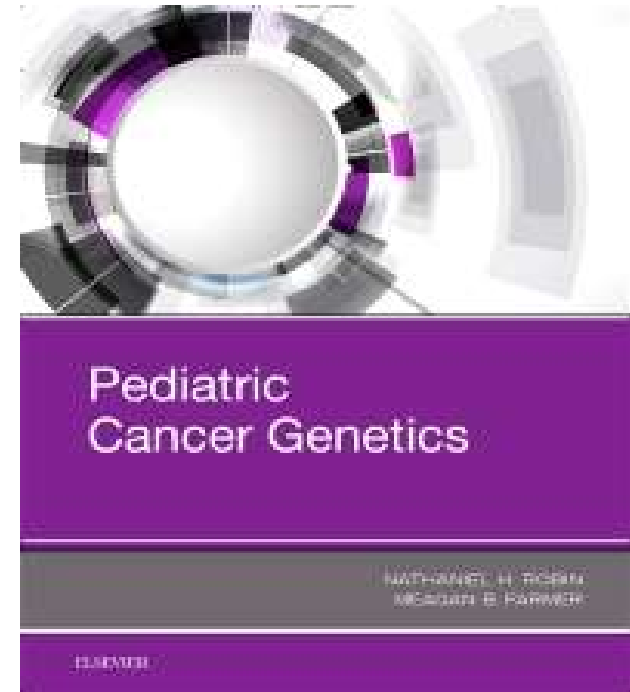
Fast Turn Content is “fast-to-market” approach to publishing specialized content on in-demand topics.

Principles:

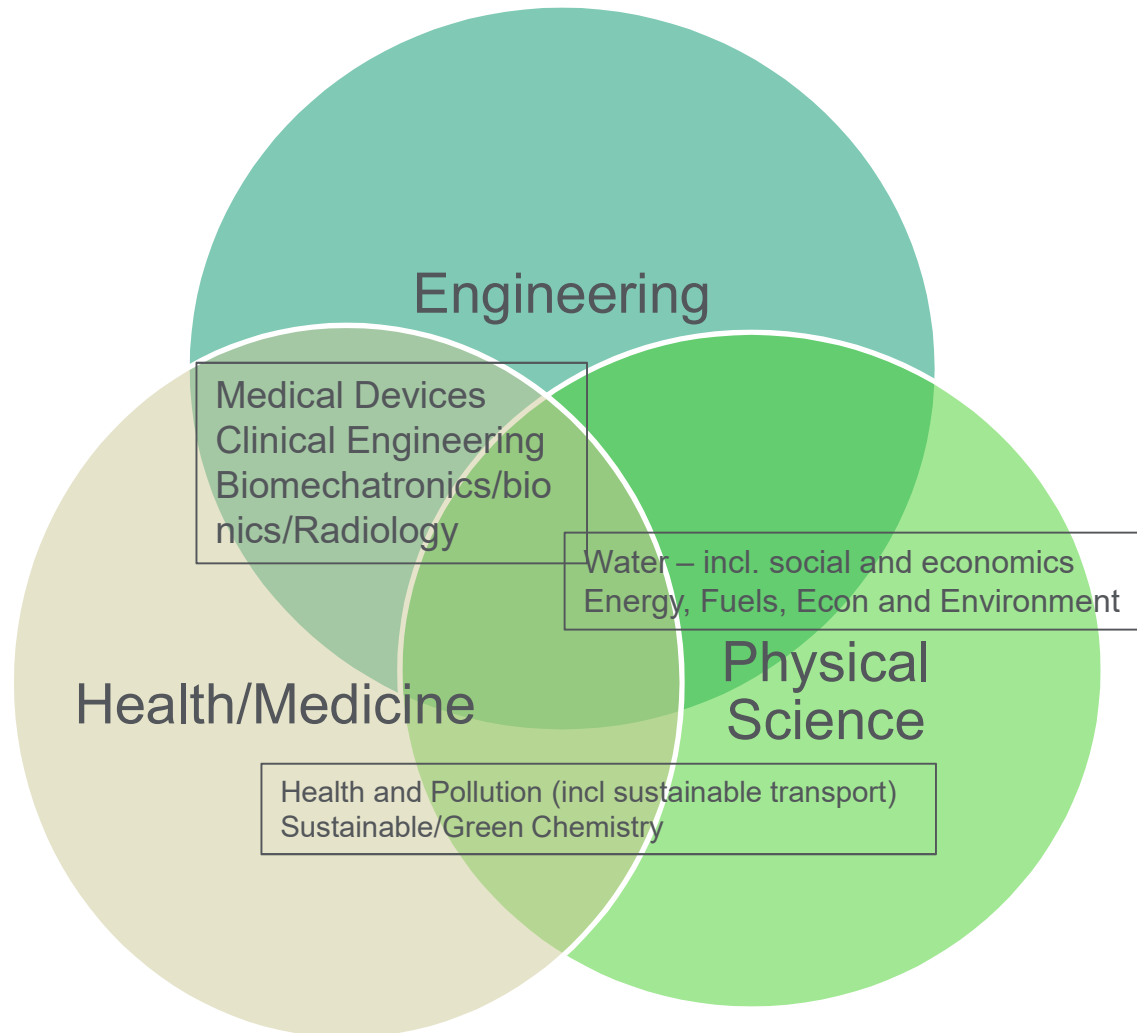
- Data and Evidence Driven
- Streamlined Process
- Smaller Investment / Less Risk
- Digital First

Topic Selection & Examples

- Data Driven
 - Topics supported by Journal Data; grant, awards, or recent funding; focus of prominent society or organization
- Experimental Space
 - Niche
 - *Pediatric Cancer Genetics*
 - Interdisciplinary
 - *Clinical Applications of Cardiovascular Biomaterials*
 - *Edible Green Infrastructure*
 - *3D Printing in Orthopedic Surgery***
- Low-risk, quick and streamlined way to test out new topics



Intersection of Engineering, Medicine and Life Sciences, and Physical Science



General Specifications

BASIC

- **Standard Trim:** 7.5" x 9.25", paperback
- **Pages:** maximum of 400 pages (200-350 ideal)
- **Paper:** 60#/90gsm CVG silk
- **Printing:** Digital POD
- **Interior Design:** Standard Design
- **Cover Design:** Templated abstract design
- **Art:** No custom illustrations
- **ANCILLARIES**
- No ancillaries (video, e-only content, assessment questions, etc.)

FINANCIALS

- **Price:** \$79.99-\$129.99
- **Print Unit Projections (LOT):**
 - Similar across all short format books, 100-150 copies



Sample Publishing Timeline

Editor Confirms Participation: October 1st, 2018

Editor Submits Final TOC: October 15th, 2018

Editor Invites Chapter Authors: October 15th, 2018

All Chapter Authors Confirmed: December 1st, 2018

Chapter Author Deadline: May 1st, 2019 - *5 months to write*

Editor Deadline (Final Manuscript): June 1st, 2019 - *2 months to edit*

Transmittal to Production: July 1st, 2019 - *4-6 weeks to prepare*

Publication: Sept 1st, 2019 – *3 months until publication*

How to explore short format / fast turn : encourage your editors to explore commissioning at least 1 or 2 a year, and track results.

Questions???