

# Cambridge Scholars Publishing

## Newsletter No 1 2019

We are pleased to present the first in a series of occasional newsletter updates. In this issue, we talk about our publishing programme; the development of our new Life, Health and Physical Sciences portfolios; our home base at the historic Lady Stephenson Library in Newcastle; and we profile some of our publishing staff.

### Cambridge Scholars Publishing: a few facts and figures

**Founded:** 2001

**Any connection to Cambridge University?** No. The business was founded by University of Cambridge alumni and faculty, in Cambridge. It was later relocated to Newcastle upon Tyne, Northern England, when the founders moved to nearby Durham University.

**What does CSP publish?** Scholarly books (monographs and edited collections) across a range of topic areas. We do publish a few book series, but we don't publish journals.

**Number of titles published in 2018:** 729, our most ever (by quite a long way).

**Offices:** Representative offices in Berlin, Germany; Barcelona, Spain; Cambridge, England; and Hangzhou, China. Headquarters in Newcastle upon Tyne, England.

**Charges to publish:** None.

**Royalty arrangements:** Paid on all sales, from the first copy sold escalating by number of titles sold.

**Author base:** Global.

**Sales:** Global.

**Publishing format:** Hardback and eBook. Paperback editions on occasion.

### Developing our new publishing portfolios

From its foundation in 2001, Cambridge Scholars Publishing has focused primarily on the Arts, Humanities and Social Sciences (AHSS) fields.

In 2017, we began to plan an expansion into three other major publishing portfolios: Life Sciences, Physical Sciences and Health Sciences, and, in 2018, these portfolios began to develop with calls for proposals and our first publications.

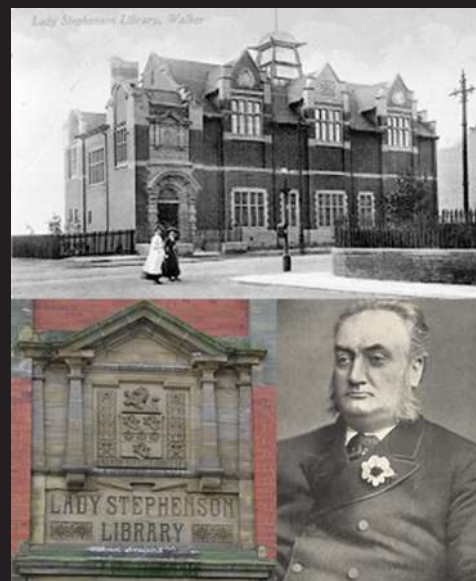
We supported this development by engaging Editorial Advisory Boards, drawn from scholars and practitioners worldwide. To date, we have recruited more than 400 Advisory Boards across our four main category areas, and have reviewed nearly 1000 book proposals in Life, Physical and Health Sciences.

This means that from this year, 2019, titles across all four of these portfolio categories will start to be published. We will be creating regular updates on our work in these new areas.

### Our home base

In 2014, Cambridge Scholars Publishing completed the first phase of the restoration of the historic Lady Stephenson Library in Newcastle upon Tyne, and moved our head office there.

The majestic building was commissioned in 1908 by Sir William Haswell Stephenson, a local industrialist and benefactor, who was the city's mayor a total of seven times. He dedicated the library to the memory of his wife Eliza, Lady Stephenson, who died in 1901.



The Lady Stephenson Library is located in Walker, Newcastle upon Tyne. Originally named for its proximity to the Roman-era Hadrian's Wall (Wau-cre; the marsh by the wall), Walker was home to heavy industry such as coal mining, ship building and an iron foundry, all now long gone. Walker was also the birthplace of the singer Cheryl Cole (Girls Aloud) and the musician Eric Burdon (The Animals).

The Library, and its location, are important to us. Walker is in the bottom 1% of districts in England (UK Index of Multiple Deprivation) in income, health, education and employment, and needs more businesses to locate there. We hope our place in this historic community is a signal to other businesses, particularly knowledge businesses, to participate in regeneration of communities in need.

The Library closed to the public in June 2013, and our work as a publisher keeps at least some connection with books and education. We set up a scheme to donate books to public libraries in 2014, around the time of our move to the Lady Stephenson Library.



## Record titles published 2018

There is a lot of virtue in being a small publisher. Everyone knows everyone; decision lines are short; things get done quickly and efficiently. However, there's a lot of virtue in being a large publisher too—the range and size of the list, the 'network effect' of authors and researchers referring, and the recognition of a publisher itself as a 'brand'.

Cambridge Scholars Publishing has worked hard over the years to keep the virtues of the small, nimble publisher and combine these with the power of an active and prolific publication output. Our expansion into wider fields of scholarly publishing, in Life, Health and Physical Sciences, has driven us on to our record number of titles in our history. In 2018, we published 729 new titles—over 12% more than our previous highest output.

In fact, we are expecting to be increasing this again in 2019.

## Selecting our titles

There is no standard way an author comes to us. We have a high incidence of repeat authors—those who write two or more times for us. That makes us happy, because it's a sure sign that we are giving good author service.

Our increasing number of titles published gives us an increased reach out into the scholarly field, which means we get referrals from authors and Editorial Advisory Board members—now more than 1700 worldwide.

We often get conference organizers asking us to publish a selection from a conference they have organized. Though we no longer publish conference proceedings, like every other major publisher, we see an academic conference as a place which brings together a mix of established scholars and emerging ones, and which often offers a great way to test ideas and to expose research to a wider audience. We encourage editors to pull together a selection of papers presented at conferences into an edited collection. Unlike some other publishers, we don't charge to publish proceedings—which means we can select on merit, and not be tempted to publish proceedings because someone is paying us to do so!

Similarly, some very notable scholarly works began life as a PhD thesis, and we are proud to continue and encourage that tradition. Cambridge Scholars Publishing makes no charge to publish an adapted PhD thesis.

In addition, like every publisher, we commission titles—inviting scholars across the globe to consider writing for us.

No matter what the route is, every author goes through a formal proposal stage. This involves completing a short but detailed form, which asks a number of questions about the author/editor, the topic, other titles in the field, and why this one is different. In addition, the editors of an edited collection drawn from a conference and the author of an adapted PhD thesis, must also complete additional documents explaining the editing/adaptation process.

The proposal also asks for reviewers, and a manuscript might be reviewed by Editorial Advisors, or by an author's nominated reviewers. In all cases, though, we try to take an inclusive view—to give everyone a voice, as far as we can. We never charge for publication, so we know that any commercial success or failure of a title, rests with us. This means that purchasers know that a book hasn't been published because someone has paid for it to be published. We have chosen it because we believe it adds to the scholarly body of knowledge.

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## Print on Time

No-one—authors, sales agents and distributors, customers and publishers—likes stock-outs. How frustrating it is to find just the book you are looking for, only to be told it's 'Out of Stock'! Despite this, publishers don't like to carry warehouses full of titles that they 'hope' they might sell one day.

This led to the innovation of 'Print on Demand', where books are printed digitally when an order is received. No stocks, and no stock-outs, but since customers are unpredictable, this might mean that a digital print machine can stand idle for a day and then be overwhelmed by a hundred orders the next. This means queuing, and more delays (and a reputation for patchy print quality).

This problem would have gone away completely had eBooks eclipsed printed books. However, hard copy books are very persistent, particularly in academic markets. Indeed, even the most radical forecasts don't predict the disappearance of the printed book at any time in the foreseeable future.

This is where the clever predictive algorithms behind CSP's 'Print on Time' come in. Our Print on Time system 'learns' demand and sales patterns, and maintains micro-stocks, keeping them constantly topped up. As such, our specialist digital presses are never idle—they constantly tick over, topping up our 7000 or so titles in stock with two copies here, and five copies there. Since we introduced Print on Time in 2015, we have never had a stock-out.

In fact, so clever (and economical) is CSP's Print on Time system, both publishers and distributors have asked us if they can use it too!

## Meet the Publisher

Visitors to our website will be familiar with our 'Meet our Authors' section. We have always tried to put our authors first in everything we do and will continue to do that. However, this year we also want to tell you a little about the people who help to transform an idea and a manuscript into a published title, available worldwide in eBook and handsome hardback format.

In this issue, we would like to introduce you to Senior Commissioning Editor Rebecca Gladders and Finance and Commercial Services Manager Konstantinos Pesis.



*Coffee-drinking football fan Rebecca.*

Rebecca Gladders is a Senior Commissioning Editor at Cambridge Scholars Publishing. She joined CSP in the summer of 2018, and leads our Editorial team, liaising with authors and providing support and mentorship to the Commissioning department. Rebecca graduated from Newcastle University in 2018, where she specialised in Early English and Lexical Change and Development. She lives with her fiancé and son in Newcastle and, in addition to her thankless support of Middlesbrough Football Club, is an avid foodie, reader and coffee aficionado.

Konstantinos Pesis joined Cambridge Scholars Publishing in 2011 as a Researcher and has since worked his way through the ranks to become Finance and Commercial Services Manager. He holds a Bachelor's degree in Economics and moved to the United Kingdom for his postgraduate studies. Konstantinos attended the University of York where he gained a Master's degree in Accounting and Financial Management (MSc). While he is based in Newcastle, Konstantinos is a keen traveller and he seizes every opportunity that arises even if it's only for a short trip.



*"He came from Greece, he had a thirst for knowledge".*