



# Cambridge Scholars Publishing

Submitting and Publishing a Scholarly Academic  
Book



# What Makes an Academic Book?

- **Research-based** (not anecdotal or opinion);
- **More formal in style** (will be read by researchers and students, not really by ‘the general public’);
- Normally, **not a memoir or personal history** (though autoethnography is becoming an accepted academic approach);
- More likely to take a **long historical view**;
- Usually **focused around a single subject or topic** (a newspaper or magazine will include articles on sport, politics, arts, the weather, etc.—an academic book will normally be only sport, only arts, etc.);
- Normally, **60,000 to 150,000 words** (though it may be slightly shorter or longer).



# What Are the Main Types of Academic Book?

- **Monograph**—usually on a single topic, written by an author or authors;
- **Edited Collection**—a number of chapters (normally about 5000 words) from various authors, around a theme, and collected and ordered by an editor or editors (who will contribute a linking introduction);
- **Textbook/reference book**—normally linked to a course or area of study, e.g. economics, biology, etc.. There may be one or multiple authors;
- **Book derived from a PhD thesis (monograph), or a conference (edited collection);**
- Normally, Arts, Humanities and Social Sciences topics are most strongly represented in **academic books**. Sciences are normally more strongly represented in **academic articles and journals**.



# Why Write (or Edit) an Academic Book?

- **Reach a wider audience**—even a very specialist academic book is more likely to be read than an academic article;
- **Career advancement**—in some fields (such as the Arts, Humanities, and Social Sciences); less so in others;
- **Professional advancement**—a book is a very good way to build a reputation as an expert professional or consultant;
- **Developing ideas**—a book has much more scope to go very deeply into a field, or to address multidisciplinary fields, than an article;
- **To make money**—though that is very unlikely through book royalties! However, a book can help get speaking or consulting engagements, and may help with career advancement.



# Cambridge Scholars Publishing

- **Founded in 2001**, in Cambridge, UK, before moving to Newcastle, in the North of England, a few years later
- **Academic book publisher**, mostly in the Humanities and Social Sciences, though will consider science titles.
- **Around 700 new titles a year**—and growing. Around 5% to 10% are adapted PhDs and another 5% to 10% are adapted/edited from conference proceedings.





# Why Publish with Cambridge Scholars?

Diversity, Equity  
and Inclusion in  
Honors Education



Edited by  
Graeme Harper

“I have worked with many presses, all around the world, and I can say that I have greatly enjoyed working with Cambridge Scholars, and the very fine results. Cambridge Scholars has shown a commitment to advancing the exchange of human knowledge that is clearly very exciting.”

**Professor Graeme Harper is Dean of the Honors College,  
Professor at Oakland University, Michigan, USA**



# Why Publish with Cambridge Scholars?

- **No fees** to publish;
- **Inclusive and diverse approach;**
- **Fast and constructive** review;
- **Multi-disciplinary titles welcome and encouraged** as are ‘crossover’ titles in Humanities, Social Sciences and STEM.
- **Library hardback and eBook**, with paperback options;
- Always available and **never out of stock;**
- **Worldwide distribution partners**—Amazon, Inspirees, Ebsco, ProQuest, Gardners, and others;
- **Opportunity** to join an Editorial Advisory Board;
- Our 10 **Author Promises:** [www.cambridgescholars.com/pages/our-author-promises](http://www.cambridgescholars.com/pages/our-author-promises)



# How to Publish with CSP?







# How to Publish with CSP?

- Your work will be checked and you'll receive feedback

## Proofreading

## Cover Design

- You'll work with our dedicated design team on a cover

- Our typesetters will format your work
- You'll receive a final proof

## Formatting

## Published!

- Your work will be printed and will be available on our website and those of our aggregators



## Selected Portfolio Areas:

Cambridge Scholars publishes across the breadth of academia, and welcomes proposals covering a wide range of subject matter. Our specialist portfolio areas, however, are:

- Language and Linguistics;
- History;
- Political Science and International Relations;
- Art and Culture;
- Physical Science and Health Science;
- Philosophy;
- Architecture and Built Environment;
- Literature and Criticism;
- Social Justice and EDI (Equality, Diversity, and Inclusion).





# Submitting a Proposal

We always welcome new proposals. To submit a proposal, go to:  
[www.cambridgescholars.com/pages/author-form](http://www.cambridgescholars.com/pages/author-form)

## What do we look for in your proposal?

Alongside our standard proposal requirements, we do have language and style requirements.

We look for well-written, English texts suitable for an academic audience.

\*excluding references and reference text.

Accepted

- English Language
- Academic Books
- Any subject

- Other Languages\*
- Journals
- Fiction
- Memoir

Not Accepted



# What Do Our Reviewers Look for in a Proposal?

- **Purpose and value**—what’s going to be useful about this book?
- **A good title**—short and descriptive (you will get feedback on an unsuitable title);
- **Originality and points of difference**—what is new about the book? How does it differ from other titles in the field?
- Relevance to, and extension of, **existing knowledge**;
- **Research methodology**—are conclusions valid and objective?
- **Research and practical implications**—How will this book contribute to helping future research? How will it contribute to practitioners?
- Clarity, structure and quality of writing—does it **communicate** well?
- Recency and relevance of **references**;
- **Audience**—who will get the most value from the book? Be specific—don’t say ‘everyone’!



# Why Do Proposals Get Rejected?

- Personal reminiscence or memoir—not usually appropriate in an academic book;
- A new scientific or medical theory—if it hasn't been published in a peer-reviewed journal first, it probably shouldn't be a book;
- Promoting a political or religious viewpoint—politics and religion are great subjects for scholarly books, but as academic research studies, not as propaganda;
- Nothing new—there have been hundreds of general academic books on leadership, for example. So find a different angle—leadership in a **developing world nation**; leadership in a **hospital**; what leaders can **learn from musicians**; etc.;
- Very poor English—CSP is an English language publisher. If English isn't your first language, think about a co-author, or translator.



# Before you submit your manuscript

- **Always let someone else see it**—show a draft to one or more friends or colleagues and ask for their comments, advice, and **honest criticism**. We are always too close to our own work to see its failings;
- **Always proof-check thoroughly**—no incorrect spellings and no incomplete references. A submitted manuscript in 2021 should have **zero spelling** errors. Use a spell-check and grammar-check. Then read it again.

**NOTE:** CSP will not do extensive copy-editing or language editing. If you need language editing, you should make your own arrangements (although CSP can recommend some approved editors).



# Permissions

- It is quite normal to include a previously-published article, chapter, table or section in a monograph or edited collection.
- CSP welcomes English language versions of books which have been previously published in another language.
- However, to republish an item which has been previously published, by a publisher, you need their **permission**.
- Please make sure you have this if required—CSP **cannot** source permissions on your behalf.
- Remember that **intellectual property always belongs to the author**, although the published version of an article or book normally belongs to the **publisher**.
- If you cannot obtain a permission, you should be able to use a different (non-published) version if you need to. In this case, you should **always reference the published version as well**.
- For further help, please contact the CSP Editorial team [admin@cambridgescholars.com](mailto:admin@cambridgescholars.com).



# Discoverability

- All CSP books are published as wide-access eBooks.
- Metadata on all books published are shared with all key agencies worldwide.
- eBooks are increasingly the way academic libraries like to buy books.
- Help to make your book discoverable with:
  1. **A short and descriptive title**, so a librarian and online searcher knows exactly what it's about from the title;
  2. A 'blurb' (abstract) which contains all the most important keywords which describe your book, and which **summarises the book accurately**;
  3. A short **biography**, which helps people see why you are an appropriate person to have written or edited this book;
  4. Several **reviews** of your book, which we can publicise.





# Marketing Your Book

**Every academic publisher draws on its authors to help marketing and sales of a book. Your publisher can help of course, but you should:**

- Use social media to tell colleagues, friends, and peers about your book;
- Recommend your book to your librarian;
- Recommend your book to places with taught courses or research centres in your field;
- Find positive reviews from credible people;
- Write a summary for your university newsletter or website.

**CSP can also feature your book on its Book in Focus pages**  
[www.cambridgescholars.com/pages/book-in-focus](http://www.cambridgescholars.com/pages/book-in-focus)



# Beyond Authorship...

Other important scholarly publishing work in which you might wish to get involved includes:

- Editorial advisory board positions;
- Peer-reviewing;
- Being an editor of an Edited Collection.

If you or your colleagues supervise PhD students, encourage them to adapt their thesis for publication.

We aim to help create author communities, and to encourage engagement.

For ideas or opportunities in this area, please get in touch with us.





## Next Steps

For any further information, or if you have any unanswered questions, please contact us at [admin@cambridgescholars.com](mailto:admin@cambridgescholars.com)

There are many resources for authors on the CSP website, as well as a complete collection of published books: [www.cambridgescholars.com](http://www.cambridgescholars.com)

You can read more about Cambridge Scholars in the online magazine No Shelf Required: [www.noshelfrequired.com](http://www.noshelfrequired.com)