



CRC Press

Taylor & Francis Group

How to Publish your Book in STEM

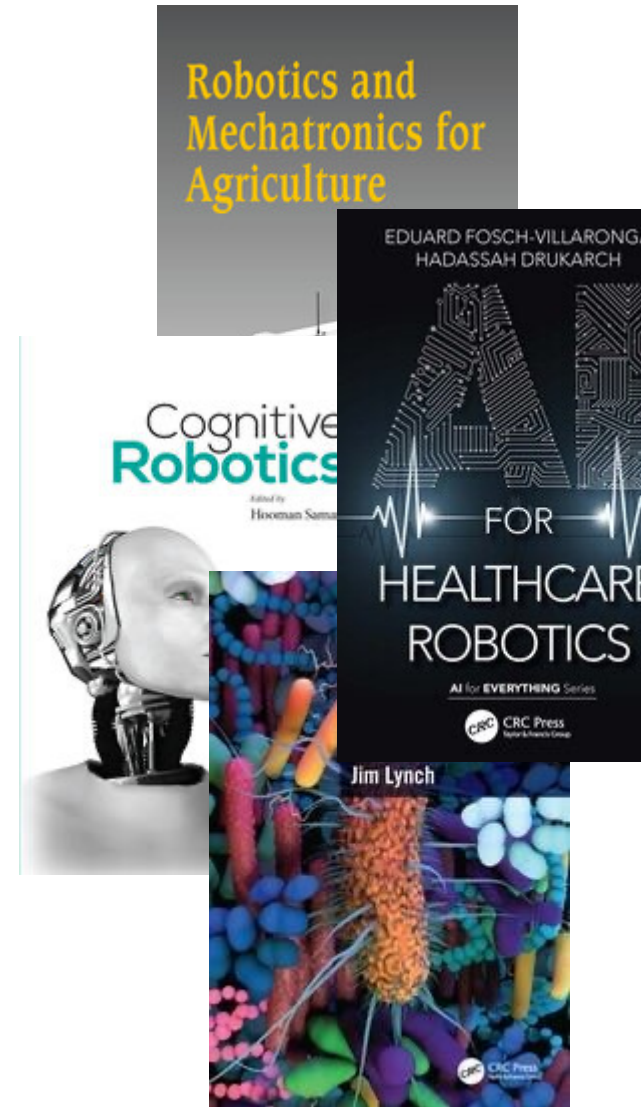
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Overview

- About CRC Press
- The publishing process
- Step-by-step guide
- Converting a PhD into a book
- Options for Open Access
- Questions



About CRC Press



Founded as a publisher 1973; joined Taylor & Francis 2003

Premier science, technology, and medical resource publisher

Ranked top 5 global academic publishers

7,000+ new books every year

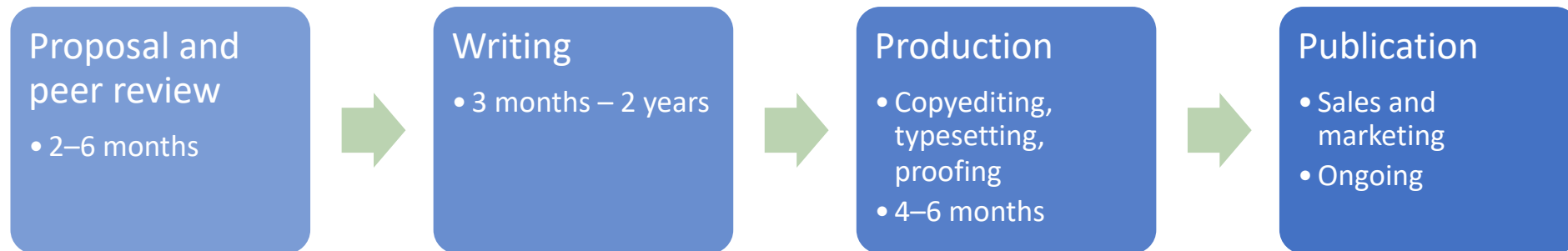
Global sales and marketing reach

You can work with a local team and publish into

a truly global program

Specialist imprints such as Chapman & Hall, a leading publisher in
computer science, statistics and data science

The Publishing Process



A simple process from idea to book with support along the way
Many books are written 1-2 years after proposal
And there are options for a faster turnaround

Proposal and
peer review

- 2–6 months

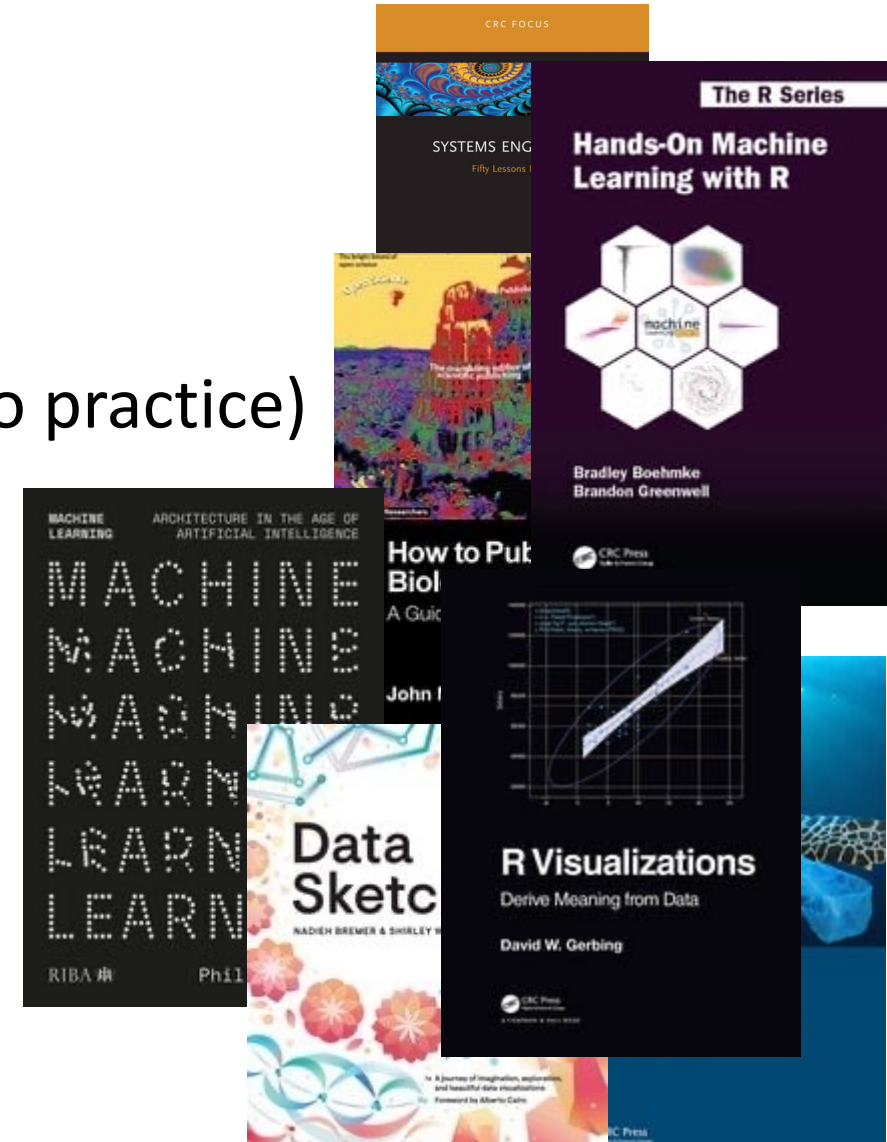
Step by step



What type of book?

- Textbook (for student readers)
- Research reference (for researchers)
- Professional book (for readers putting ideas into practice)
- Focus book (deep dive or case study)

Who would the book be for?



Shaping your Idea

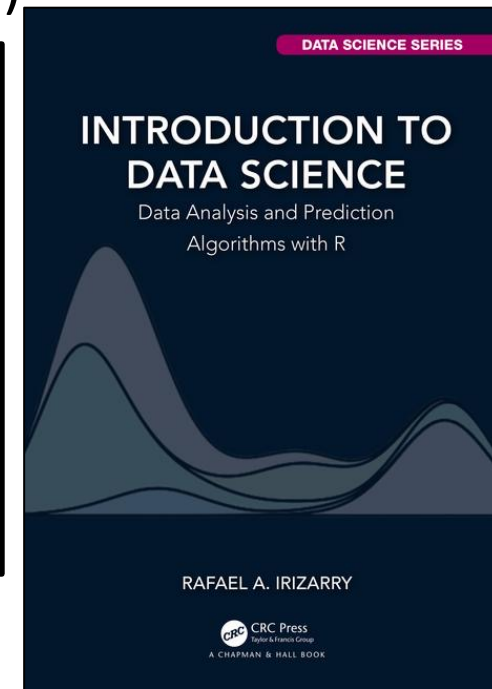
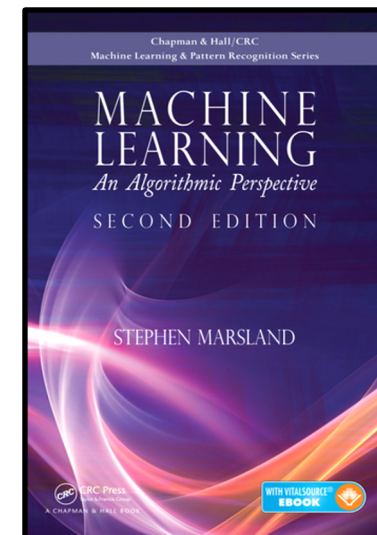
- The process is welcoming for fully-formed book ideas, whether a research monograph or a book aimed at professionals
- Equally - editors are approachable and happy to help you develop an idea or see opportunities
 - For example, there may be a clear gap in existing literature; practical application of theory; relevance to another domain; interest to a non-expert but informed audience, etc.
- Honing it down:
 - Who is it for?
 - What problem will the book solve for its core readers?
- Test initial ideas out with
 - Your colleagues, students or peers
 - Authors and series editors active in your field
 - Talk to a commissioning editor

Put together a Book Proposal

Shaping a Book Proposal

- Use provided questionnaire
- Make it concise and to the point (have confidence in the core idea)
- Describe the Audience (who will read the book?)
- Synopsis/Overview (like the copy on the back of a book)
- Rationale (What is the Use Case? What problem does this book solve?)
- Provide a table of contents (structure of the book)
- What the book offers compared to competitors
- Timescale for completion (it is OK to be realistic)
- How will you write?: (Word, LaTeX, Bookdown, etc.)

Highlight yourself, your voice and your idea!



Peer review



Author agreement

- A document that sets out the agreed or projected wordcount or number of pages, the date for submitting the manuscript, royalties and free author copies of the published book, among other terms
- The author earns a royalty – no publishing fee in traditional publishing
- The publisher covers copyediting, typesetting, printing and marketing and distribution
- The author retains copyright © Author Name at the start of the book and grants the publisher a license to publish
- Provision is made by default for Green Open Access – the pre-production version of a chapter or book can be made available online for free

Write the book

- Could take from 3 months or 1-2 years
- You can use Word, LaTeX, R-markdown (bookdown)
- Support is on hand
- Consult with peers
- Talk to your publisher

Production

- Copyediting, typesetting, proofing
- 4–6 months

Production

- Production is managed by a dedicated department
- The manuscript would be copy edited and typeset
- This means it will be edited to read well in English and then typeset into the style of the publisher (to look like a book)
- You would have the opportunity to respond to queries and to review changes
- You would have the option to select a variety of cover images or to provide your own

Publication

- Sales and marketing
- Ongoing

Publication

- Your book would be published in print and electronic formats
- It would be published in hardback and with an option for paperback
- All our books are published simultaneously as ebooks
- We also offer enhanced ebooks (ebook+) with embedded videos and other features
- There is the option to include downloadable material online (such as code, datasets)

PhD to book

PhD thesis into a useful book

- Don't copy & paste directly from your thesis

Think about:

- Revising the introduction
- Modifying and cutting sections
- Including practical elements
- Restructuring the contents
- Streamlining your argument
- Adapting the language and style
- Expanding on your conclusions



Open Access

Gold Open Access



- The final published, typeset, and copyedited version of your research is made freely available online, immediately upon publication.
- Instantly share your research anywhere you choose as soon as it is published
- Comply with any funder mandates to publish OA
- Payment of a book publishing charge (BPC) is required

Green Open Access



- An earlier version of your published article or book chapter can be archived in a repository or database.
- An embargo period may apply before you can archive or share your Accepted Manuscript (AM)
- Once the embargo period is up, you can share your AM freely online
- Payment of a publishing charge is not required

Benefits of Gold OA

- Gold Open Access
- Same rigorous Peer Review process
- We charge the Research Funder or Institution once Manuscript has been reviewed and submitted
- Your book can be read by anyone, anywhere
- Research has shown that OA books are accessed by more readers in low to middle-income countries than non-OA books

A powerful way to disseminate information

If you would like to discuss any book ideas, please do just send me a message: george.knott@tandf.com.au
Twitter: [@crc_gk](https://twitter.com/crc_gk)

Any questions?

