Academic Publishing

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Overview

• Who are we and what do we do?
• Publishing your work
• Challenges and opportunities
• Founded in 1836, Routledge has published many of greatest thinkers and scholars of the last hundred years, including Adorno, Einstein, Russell, Popper, Wittgenstein, Jung, Bohm, Hayek, McLuhan, Marcuse and Sartre

• Major imprint of Taylor & Francis Group, which publishes over 1,800 journals, including the Journal of Property Research, amongst others

• Over 35,000 books in print from over 50 subject areas, 2,000 new books publish each year

• The Built Environment department is one of the world’s largest, with over 2,000 books in print across architecture, urban design & planning, landscape, construction, property & real estate

• Distribution centres in UK, USA, Australia and Singapore and Editorial and marketing centres in UK, USA and Singapore
Who reads our books?

Academics/Researchers

Students

Professionals
Publishing Decisions

• Journal article or book?


• Why is my book needed? What does it do that is new or better to what is already on the market?

• What is my competition?
Choosing the right publisher

• Check their website
• Do they publish similar books to the one you want to do?
• Have they got recognised authors on their backlist?
• Ask colleagues who have publishing experience
• Talk to the publishers! See if your idea suits their list
The publishing process

• Submit a proposal to the Publishers
• The appropriate editor will assess it, and request revisions if necessary
• If there is potential, it will be sent for external review (and to series editor if appropriate)
• Reviews are assessed by editor, and fed back to author – revisions as appropriate
• If editor and author are happy to proceed, materials are prepared and presented to the publishing committee (Directors, Marketing, Editorial, etc) for approval and contract
• When writing the book, keep in touch with your editor about how the book is progressing- send sample chapters, tell them about events you’re attending that the publisher could publicise or that could be used to publicise the book
• Once the manuscript is submitted, it is reviewed by the editorial department, the cover and marketing materials are prepared
• The production process takes six months and involves copyediting, typesetting, proof reading etc
• Marketing and sales teams around the world work to make sure your book gets to where it is needed
The future of books

‘People don’t read anymore’ – Steve Jobs, January 2008
‘Books are no more threatened by kindle than stairs by elevators’ – Stephen Fry, March 2009
‘Books allow you to fully explore a topic and immerse yourself in a deeper way than most media today’ – Mark Zuckerberg, January 2015

In 2006, electronic revenue formed 10% of our revenue. In 2014, it was 23%. This is a rapid rise and the industry has had to adapt quickly, but it is showing signs of levelling off. All indications are that students want choice. For long or complicated reading, print is still currently the favourite option.

As publishers, we must also consider increasing our use of companion websites and other online materials whilst not forgetting the value that we continue to add in an internet age.

Open access is considered by some to be a direct threat to publishing, but in fact, for books, it just redistributes the costs in a different way.

‘Books will soon be obsolete in the public schools’
– Thomas Edison, July 1913
‘No More Pencils, No More Books’

http://www.slate.com/articles/technology/technology/2015/10/adaptive_learning_software_is_replacing_textbooks_and_upending_american.html
Thank you!