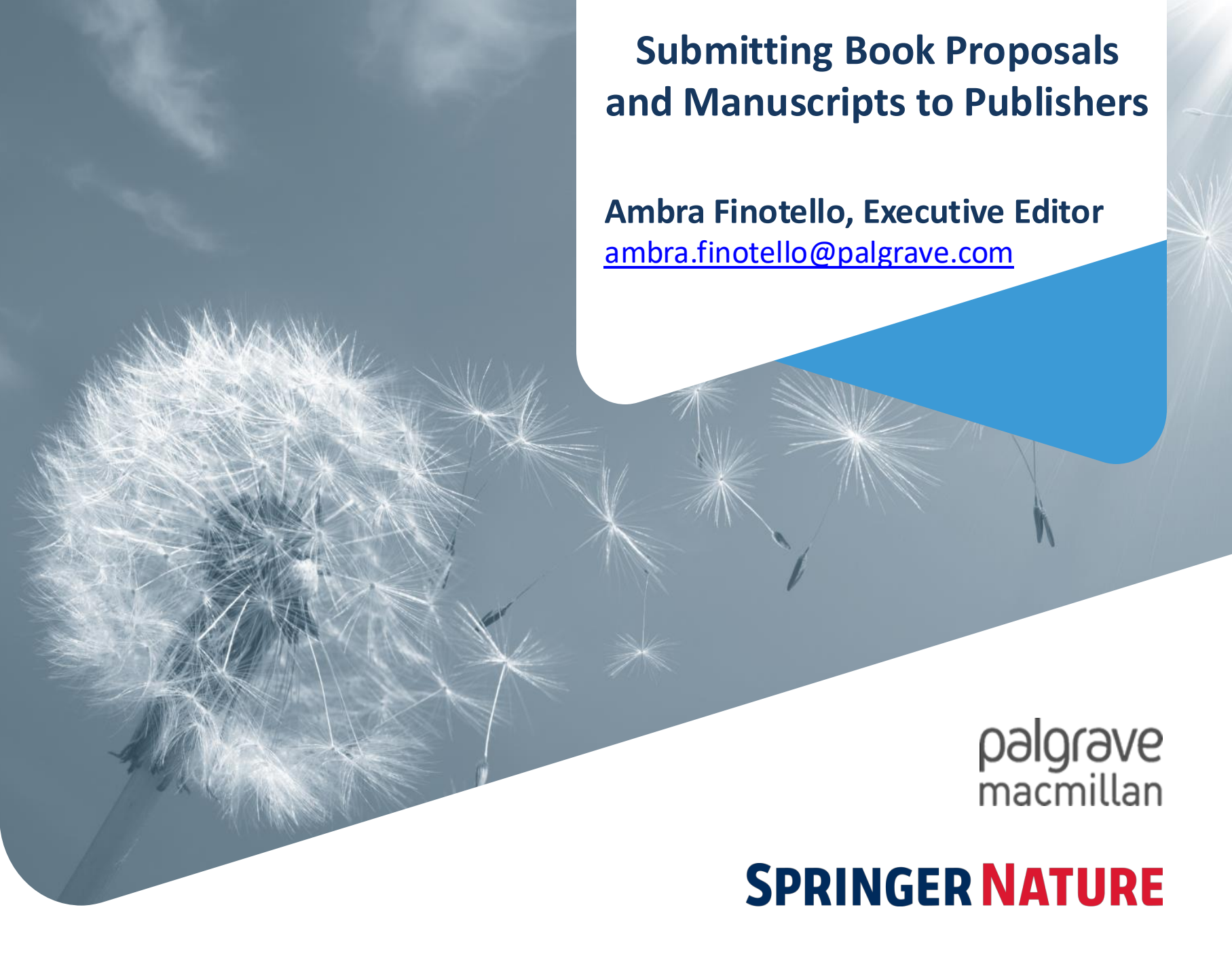




Submitting Book Proposals and Manuscripts to Publishers

Ambra Finotello, Executive Editor
ambra.finotello@palgrave.com

palgrave
macmillan

SPRINGER NATURE

- Introductions
- Subjects and disciplines, and book types/formats
- What publishers look for in a book
- Things to consider when choosing a publisher
- Revising your dissertation
- Putting together a proposal – a few tips
- The publishing process – from proposal to publication

Palgrave Macmillan – History and Heritage

- Unbroken tradition of over 175 years of academic publishing in the Social Sciences, Humanities and Business
- Founders of Macmillan Publishers, brothers Daniel and Alexander Macmillan published first books in London in 1843!
- Historic works include the *Dictionary of Economics*, *The Golden Treasury*, *The Complete Works of Shakespeare*, *The General Theory of Employment, Interest, and Money*
- Springer Nature was formed in 2015 through the merger of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media
- Now 13,000 staff worldwide
- <https://www.palgrave.com/gp/about-us/our-history>



Palgrave Politics and International Studies



Lists of scholarly titles in IR, IPE, Peace, Conflict and Security Studies, Human Rights, International Law; as well as British, EU, US Politics, Political Theory, Public Policy and Public Administration.

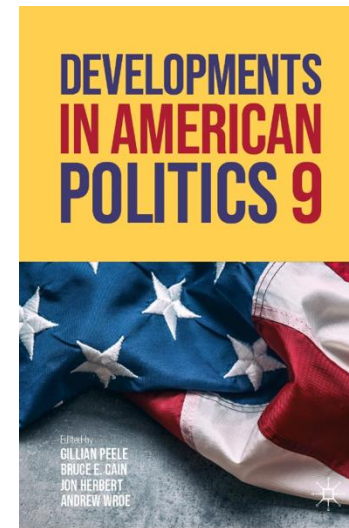
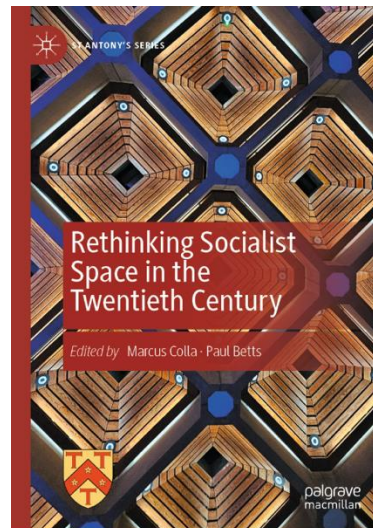
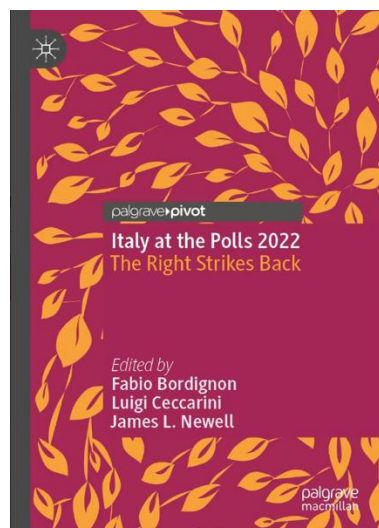
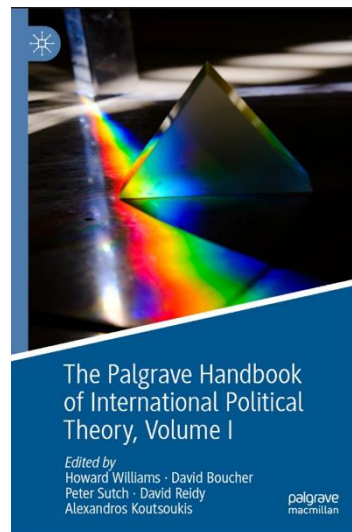
Leading academic series including: Palgrave Studies in IPE, Gender and Politics, Palgrave Studies in EU Politics, New Security Challenges, Rethinking Peace and Conflict Studies.

A Variety of Book Formats:



- Research monographs and edited collections
- Palgrave Pivots/Short monographs
- Handbooks and major reference works
- Professional and practitioner titles
- Upper-level textbooks
- Trade crossovers

Who We Are



Five Things We Look for in a Book

- Original research (new archival discoveries, unique synthesis of ideas, interdisciplinary work, limited previously published material)
- Relevant to an ongoing debate in the academic field (*Comparative focus)
- A clear and persuasive argument
- Connects with a defined audience, i.e. has a big enough audience to support the book
- Does the book fit with our list? Is there a series in this area of research? Your proposal or cover letter should demonstrate some familiarity with the press

When Choosing a Publisher, Consider

- Areas of strength, notable active series in your field, current authors
- Formats published (they should have the full range)
- Publishing model (print & e-book)
- Open Access opportunities!
- Distribution and international presence
- Author support post-publication

Revising the Dissertation

- Do your research: great books available like *Maximising the Impact of Academic Research*, *The Thesis and the Book*, *From Dissertation to Book*, and *Stylish Academic Writing* – plus you can email our editors for advice
- Look at published books in your field
- The audience has changed, so you will need to adapt the book's scope and approach accordingly
- Rethink your content, structure, length, style, readability
- Get rid of excessive quotation/documentation
- Revise chapter titles, cut notes down, and cut all mention of the book being a thesis in the work (i.e. in acknowledgements page)
- Use active, not passive voice

The Proposal – Top Tips

1. Title

Be clear and descriptive. And think about SEO!

- *Democratic Participation in Armed Conflict: Military Involvement in Kosovo, Afghanistan, and Iraq*
- *Cybersecurity in the European Union: Resilience and Adaptability in Governance Policy*
- *Italian Populism and Constitutional Law: Strategies, Conflicts and Dilemmas*
- *How Press Propaganda Paved the Way to Brexit*

2. Description

Think about who's going to read the proposal and ensure it conveys the aims and contribution of the book

3. Content

We'll need a detailed breakdown + Table of Contents (TOC)

The Proposal – Top Tips

4. Market

Primary and secondary; be realistic!

5. Competition – or comparable titles

How will your book fit with the rest of our list? This is worth some research as it tells us how many sales we can expect, whether we have published books that your title can be marketed alongside, and how we might be able to get the edge over competitors in terms of positioning

The Proposal – Top Tips

6. 3rd party material

Illustrations, extended quotations, maps –
anything that will require permission to use

7. Technical details

Extent, delivery date, contact details

Copyright and Intellectual Property

Publishers need permissions to be cleared before they put the book into production

- Permissions clearance can take a lot of time and cost a lot of money
- Only include illustrations and 3rd party material where really necessary to advance your argument
- Controversial material (legal reads are expensive)
- Lots of advice and guidance available online...

Life cycle of a Palgrave monograph



After Publication

- You should start thinking about marketing your book at the same time that you formulate your ideas for the book's content. As you consider who the book's audience is, also consider how to let that audience know about the book.
- Remember SEO and OA!
- Conference book panels and book launches
- Book reviews
- Book prizes
- Social media presence

Contact Information

Palgrave Macmillan: <https://link.springer.com/brands/palgrave>

To submit a proposal: <https://link.springer.com/brands/palgrave/publish-a-book>

Early Career Researcher hub:

<https://www.springernature.com/gp/researchers/campaigns/early-career-researchers>



THANK YOU!