Successful Scientific Publishing

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"There are three necessary steps in useful research; the first to begin it, the second to end it and the third to publish it."

Michael Faraday

"*What is written without effort is in general read without pleasure.*"

Samuel Johnson

The science publishing landscape

- Over 20,000 journals (30% biomed)

- Over 1 million articles per year

- 200,000 new books each year

Global visibility for authors

- Worldwide marketing and distribution

- Trusted brand

- Quality of overall list *(books)*

- Impact factor *(journals)*

Publishing a journal paper

How to publish a journal paper...

Points to Consider:

1) **Selecting a Journal**

2) **Instructions to Contributors**

3) **Types of Paper**

4) **Structure and Style**

5) **Tables, Illustrations and Photographs**

6) **Rejections and Revision**

7) **How to Submit**

8) **Post Acceptance**

1) Selecting a Journal

- **Impact Factor**
- **Select a journal early on**

  - Affects style and intended audience

- **Intended readership, aims and scope**
- **Read current articles** - All journals have free online issues
- **Search for previous articles on topic**
- **Journal Citation Reports Service**
- **Consider editorial decision time and post acceptance turnaround**
- **Does the journal offer 'first view' online access?**

Impact factor

average number of citations received per paper published in a journal during the two preceding years

2.28   **1.67**
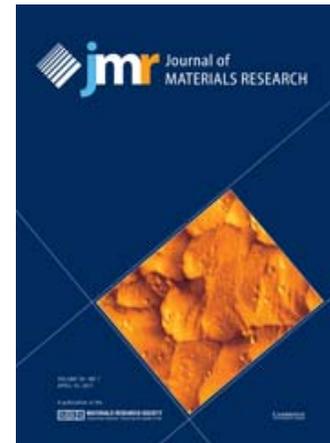
2) Instructions to Contributors

Pay attention to journal specific guidelines for contributors as papers that have to be revised will take longer to be published These guidelines can include instructions for:

- **Double spacing**
- **Wide margins**
- **Number of copies/disk**
- **Short title**
- **Key words**
- **Page limit**
- **Reference style**

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3) Types of Paper

Think about the type of paper you are writing, as this will have implications on both likelihood of acceptance and the citation rate.

- **Original Article**
- **Review Article**
- **Case Report**

   (Now less acceptable for publication unless they are unique and report on an unexpected association or outcome.)

4) Structure and Style

- **ABC of Effective Writing**
    - **A** – **A**ccuracy
    - **B** – **B**revity
    - **C** – **C**larity
- **Keep sentences short and simple (20 words)**
- **Be positive rather than negative**
- **Avoid needless words**
- **No unnecessary abbreviations**
- **Check references carefully**
- **Correctly label figures**
- **Good, accurate title**

5) Tables, Illustrations and Photographs

- Should usually be submitted separately from text, and legends typed on a separate sheet.
- Tables should be simple and not duplicate information in the text.
- Data in graphs should be submitted in tabular form.
- Figures to be submitted as high resolution TIFF/EPS/JPEG files (>300dpi)
- Obtain necessary permissions for any third party material you have used, prior to submission.
- Remember, colour is not a substitute for careful thought about data display!

6) Rejections and Revisions

The usual reasons for rejection are:

- **Insufficient originality**
- **Serious scientific flaws**
- **Absence of a message that is important to the target audience**
- **Questionnaire surveys with low response rates**
- **Articles that are simply descriptive with little attempt at evaluation**

If you are sending a revised manuscript back to the journal, you should include a detailed point-by-point explanation of how you have addressed each of the reviewers' and editors' comments.

Communicate with editors

Thank you for the constructive criticism of my paper. Here are my comments on the referee's suggestions.

Page 3,lines 2-5. What I wanted to say here was…

I have rewritten this passage to make my point of view more clear.

Page 4,-----

7) How to Submit

- **Online Submission**
- **E-mail**
- **Very few submissions now sent by mail**
- **Always refer to instructions for contributors for journal specific information**
  (i.e. format for submission of any supplementary material.)
- **Include a cover letter/email with any required information and if necessary a concise version of the logic of the paper**
- **Remember: submission of a paper is taken to mean that all authors have seen the final version <u>and</u> approved it**
- **One journal at a time**

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8) Post-Acceptance

We add value to the accepted manuscript with:

- Copy-editing (and proof-reading stage)
- Production at the highest industry standards
- State-of-the-art online delivery
- Environmentally-friendly print delivery
- Intensive marketing of all our content (more than 170,000 recipients of our Table of Contents alerts)
- Usage Statistics available at journal and paper level
- Open access options meeting the funding bodies' requirements

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Common Mistakes

- Choosing the wrong journal
- Not following submission instructions
- Poor title
- Lack of clarity
- Lack of originality – avoid 'salami science'

Very useful resources
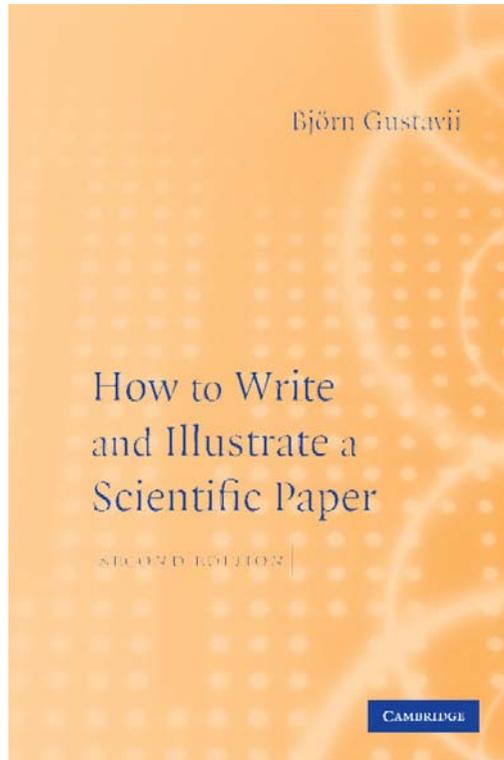
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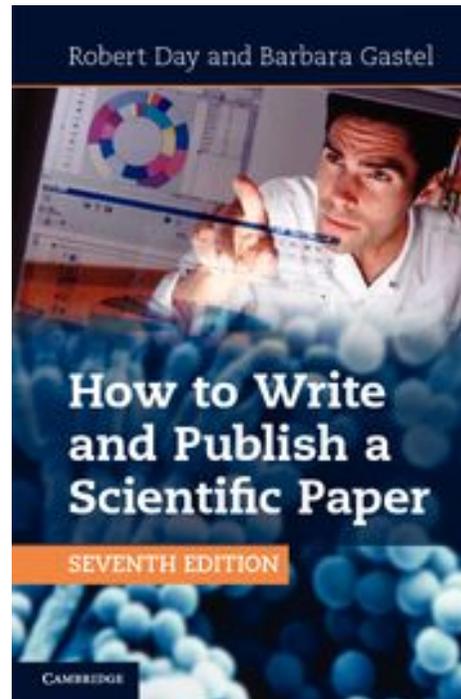
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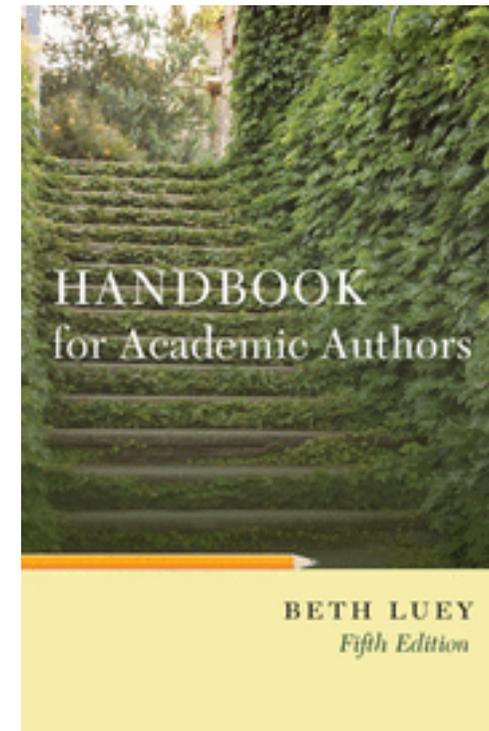
Luey

Publishing a book

The types of book we publish in science, technology and medicine

- Textbooks for students

- Cutting-edge books for individual researchers and graduate students

- Reference volumes for practitioners

- Specialized research monographs

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How do we decide which books to publish?

- Serving and responding to our customers, whether institutions or individuals

- Maintaining established fields

- Developing programs for emerging fields

- Goals agreed by editorial, marketing, and sales teams

How do we find the right books?

- Talking to academics and practitioners

- Attending academic and technical conferences

- Series editors and advisors

- Scanning the literature

- Publishing partnerships

- Submissions

The book publishing process

- Generation of a book proposal *(a few weeks or many years)*

- In-house review by editor

- Revision of proposal, if necessary

Preparing a book proposal

- *Names and affiliations of authors*
- *Title – clear, accurate*
- *Background to the field*
- *Brief description of the book*
- *Reasons and qualifications for writing*
- *Target readership*
- *Competition – how your book differs*
- *Table of contents*
- *Estimate of length and schedule*

Edited volumes

- Appropriate for multidisciplinary or emerging fields and large reference books

- Not usually appropriate for textbooks

- Difficult to ensure coherence, consistency in notation, style and level of treatment

- Typically have less long-term influence

The assessment process

- External 'single-blind' review by international experts (academics and/or practitioners)

- Revision, if necessary

The assessment process

The *same* process for everybody
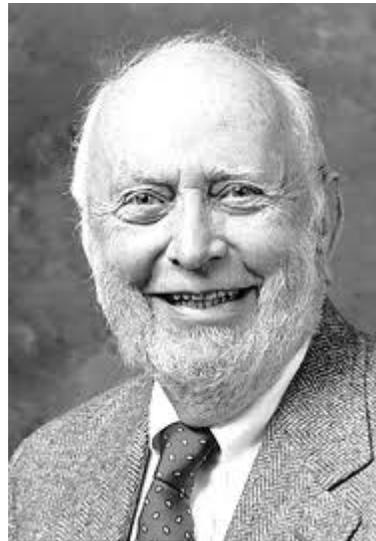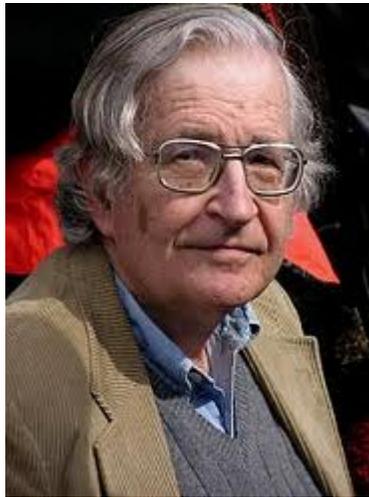
The approval process

- Final in-house review by publishing personnel

- Approval by Press Syndicate (governing body)

- Contract offer

The Press Syndicate

- Governing body of the Press

- 18 members - 'Syndics'

- Publishing committee -13 Syndics plus co-optees and senior Press officers

- Finance committee - 5 Syndics plus co-optees, CFO and CEO

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The signing challenge: an example
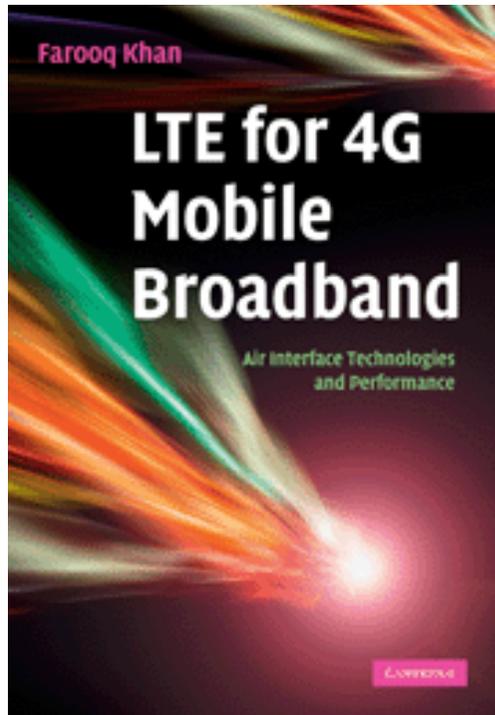
Contract offers from:

Cambridge

Wiley

Springer

Elsevier

Why do people sign with Cambridge?

A unique offering:

- Respected brand, standing for excellence
- Do not exist to deliver a profit to shareholders
- Production standards
- Collaborative way of working
- Seamless global marketing and distribution
- Stability
- Fair and competitive pricing

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What do our authors say about us?

"Over the past dozen years or so, Cambridge has come to be known as the place to publish high-quality, important works in my field. In addition to the impressive list of authors now publishing with Cambridge, I've found the production values and marketing both to be excellent. The Cambridge booth at conferences always has many appealing books on the very latest topics, written by the top people working in the field. So, in short, the view from the community (as I see it) is an extremely favorable one."

a senior professor at Princeton University

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After the contract has been signed

- Regular contact

- Advice on formatting, permissions, etc

- Additional reviewing where necessary

- Marketing questionnaire, cover ideas

Delivery and Production

- Check - is this the book we wanted?
- Clearance reading (if required)
- Copy-editing
- Design (internal and cover)
- Typesetting
- Proof-reading
- Manufacture (print and electronic)

Beyond publication

- Reprints and digital reprinting
- Translations
- Co-publications
- Student editions
- New editions
- New projects – maintaining author contact

# Cambridge Humanities
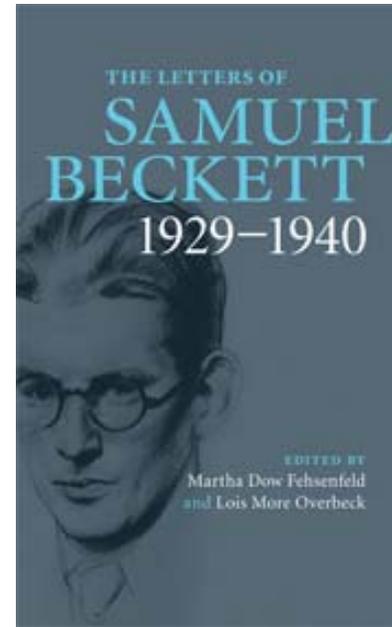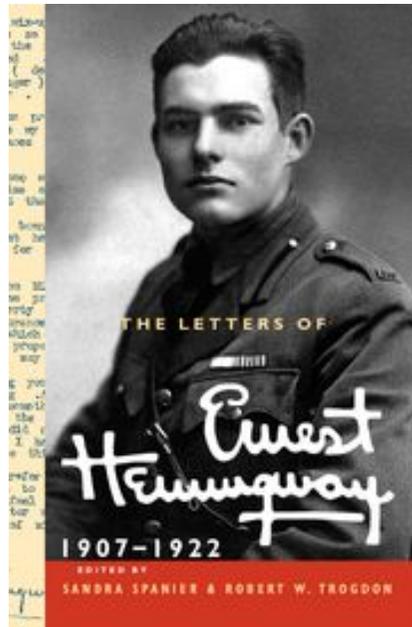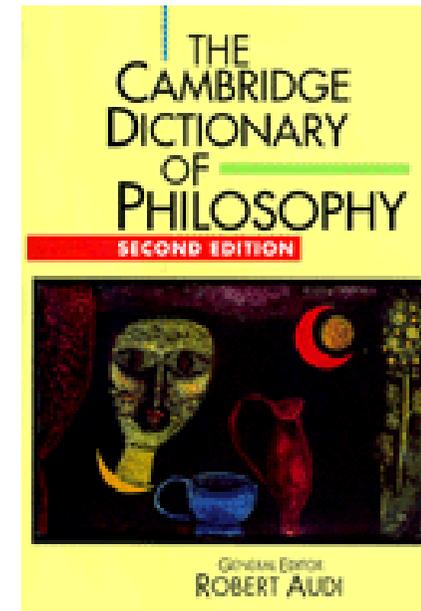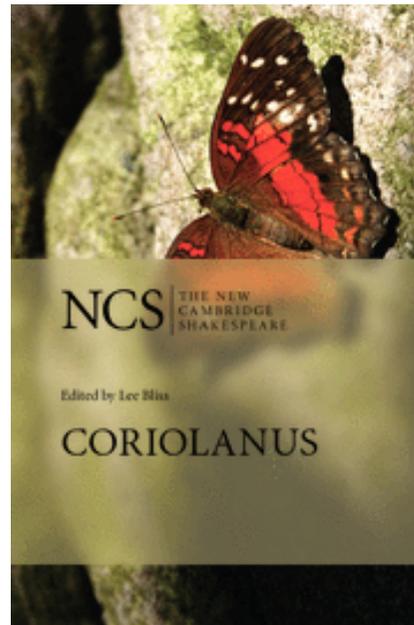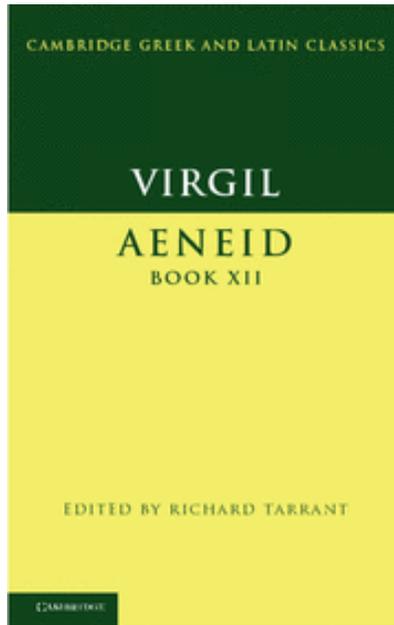
Cambridge Humanities

Cambridge Social Science highlights

- More Nobel Prize winners than any other publisher
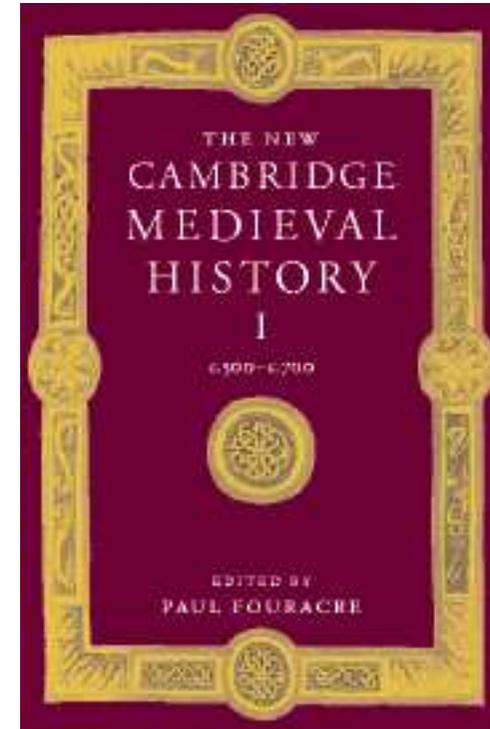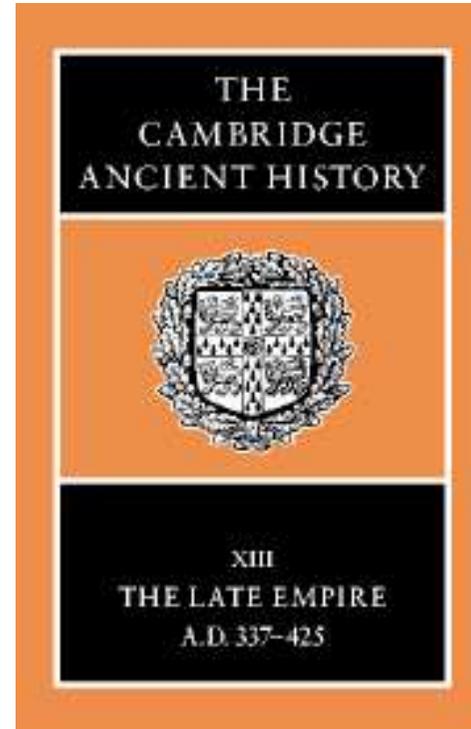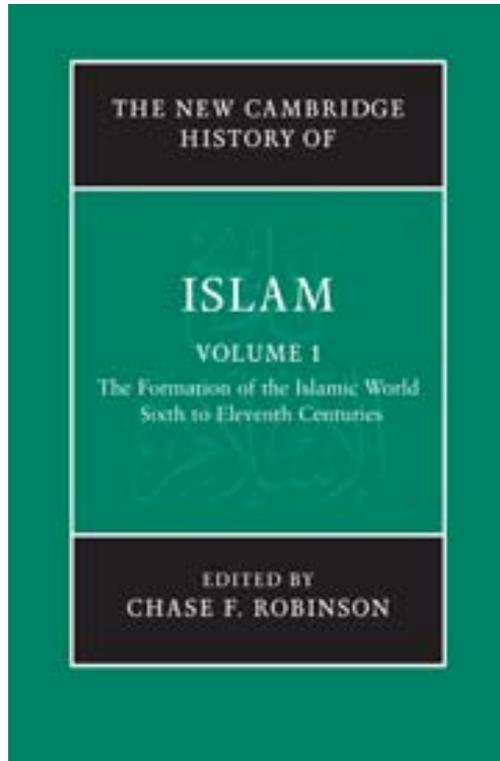
Cambridge Social Science highlights

Key brands:
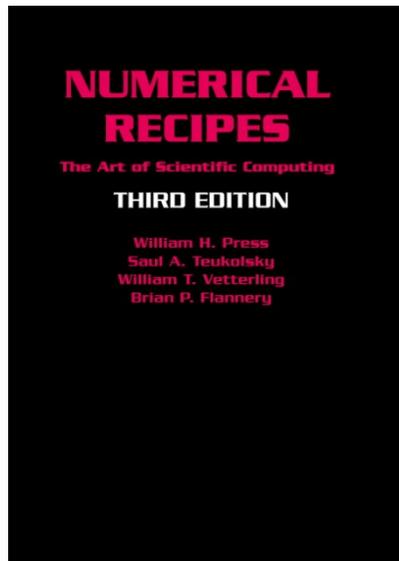
Numerical Recipes   Art of Electronics   Stahl
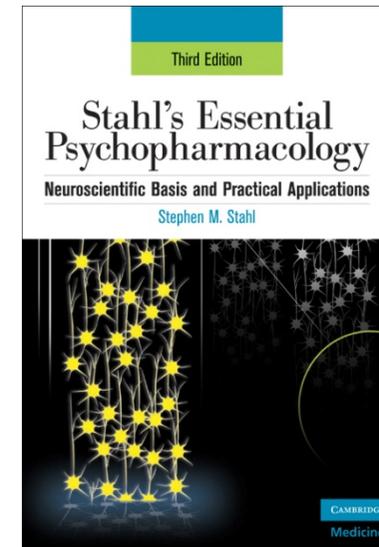
(> £30 million between them)
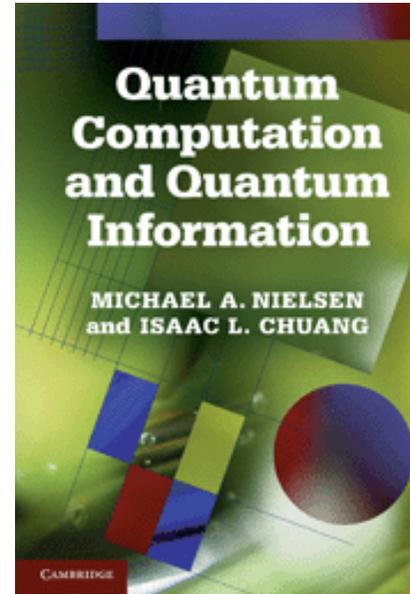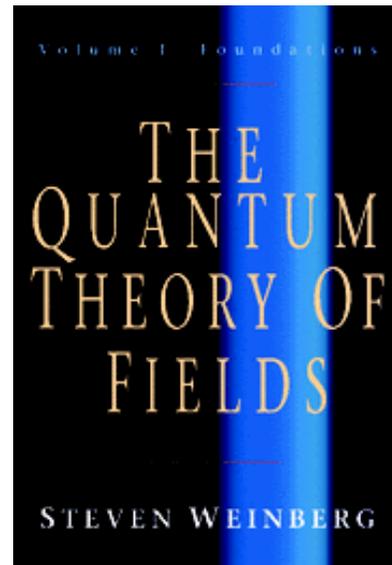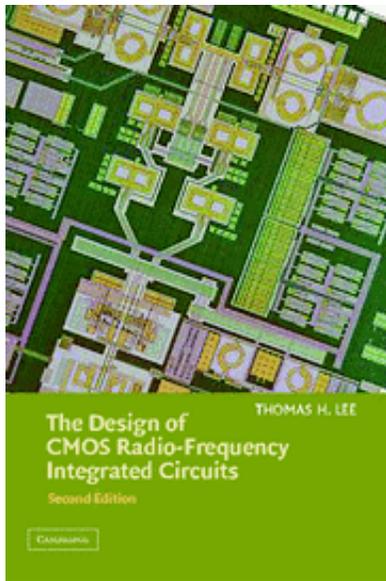
Field-defining books

Future trends in scientific publishing

- How will students study? Changes in content (more interactive, more lab simulation, etc), channel of delivery?

- How will researchers and practitioners access material?

- How will publishers reach individuals (RSS, Facebook, Twitter, other feeds or social networks, etc)?

- How will publishers manage convergence of journal and book content?

Cambridge Journals Online (CJO)
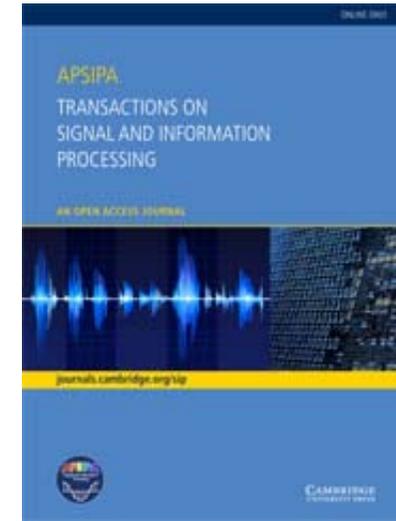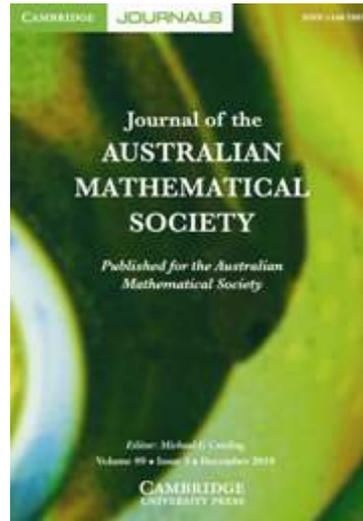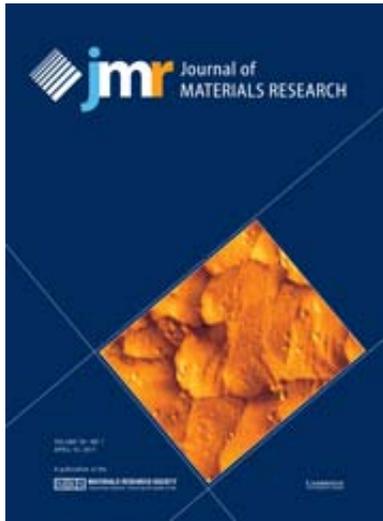
- **Over 300 journals in a purpose-built platform**
- **Digital archive back to 1770**
- **Regular functionality updates**

Cambridge Books Online (CBO)
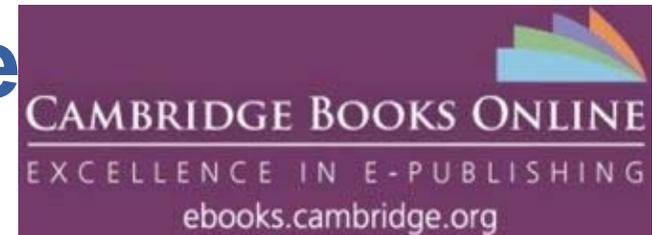
- Launched in spring 2010

- Now contains almost 15,000 titles

- Fully searchable

- Regular functionality updates

- Simultaneous print and CBO publication

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☐ **ⓒ** **Implementation of electrothermal system-level model for RF power amplifiers in Scilab/Scicos environment** `Journal`

+ preview

Florent Besombes, Raphaël Sommet, Julie Mazeau, Edouard Ngoya and Jean-Paul Martinaud

International Journal of Microwave and Wireless Technologies, Volume 1, Special Issue 06 , pp 489 -495
doi:10.1017/S1759078709990602 (About doi), Available on CJO 19 January 2010

Abstract   📄 View PDF (467 KB)   View HTML (2.048 MB)

☐ **ⓒ** A reflexing electron microwave **amplifier** for **rf** particle accelerator

🌐 Internet

Thinking of writing?

Think of Cambridge University Press

Questions?