

Science sales and marketing



CAMBRIDGE
UNIVERSITY PRESS



AuthorNet

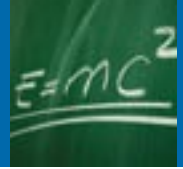
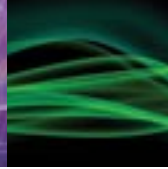
AuthorNet is an online facility where Cambridge authors can view their royalty statements; access information about all stages of the publishing process, including guidelines for initial submission; and order books online – at discounts of 40% off their own books, 30% off any other Cambridge books and 20% off journals subscriptions. We are also using AuthorNet to provide you with simple tools and resources that help you get more involved with the promotion of your book.

Log in at www.cambridge.org/authornet

Science publishing

Cambridge University Press advances learning, knowledge and research worldwide; it is one of the largest and most prestigious publishers in the world, with a long and distinguished record of publishing for academic and professional audiences in science, technology and medicine (STM).

Cambridge is a world leader in publishing for subjects as diverse as astronomy, physics, mathematics, engineering, biomedicine and the life sciences. In the sciences, the Press has published authors from William Harvey and Isaac Newton, through Ernest Rutherford, Albert Einstein and Erwin Schrödinger, to Stephen Hawking and Roger Penrose. We have publishing partnerships with scientific and professional bodies such as the Intergovernmental Panel on Climate Change, the Society for Industrial and Applied Mathematics, the Royal Astronomical Society, the British Ecological Society and the World Health



Organization. Cambridge publishes books and other media in such fast-moving areas as bioinformatics, genomics, string theory, telecommunications, bioengineering, and neuroscience, and our book publishing programme is supported and enhanced by an extensive range of scientific journals, available in print and online.

Cambridge authors benefit from our careful process of peer review, involving respected academic and professional editorial advisors, the high quality of our design and production processes, the specialist subject knowledge and personal approach of our editors, and the global reach of our sales and marketing through a network of branches, offices and agencies around the world. As a Cambridge author you and your publishing project are in the best possible hands.

Cambridge University Press is always swift to embrace new publishing technology. In our printing operations this means we can keep books available through short-run digital printing, and at the same time minimize our environmental impact. In the area of electronic publishing, we offer many major journals as part of our Cambridge Journals Online platform, while making our new book content available in electronic form alongside or as an alternative to print and through a variety of providers. As a not-for-profit publisher, we use any financial surplus to invest in our future publishing programme. We are a global publisher, and Cambridge Science titles are used and valued by students, trainees, practitioners and researchers in every continent.



Cambridge sales and marketing

The sales and marketing team in Cambridge promotes your book to customers throughout the United Kingdom, Europe, the Middle East and Africa.

Our extensive, dedicated and professional sales network ensures that your book is represented to every appropriate bookstore in the region, is readily available to order online and is extensively profiled to academic, research and corporate libraries. Our multi-lingual team makes regular personal calls on key accounts, specialist distributors and smaller academic retailers. They have an unparalleled reputation for excellence and service and were recently voted the most supportive sales team in the industry by the Academic, Professional and Specialist Booksellers Group of the Booksellers Association of the UK and Ireland.

Targeted campus sales calls are a core part of the promotional strategy for our key textbooks. Our Higher Education sales team promotes appropriate titles by making focused personal contact with course leaders and lecturers in order to help with their teaching requirements and to influence their adoption decisions.

Traditionally, the most effective ways to market academic books have been direct mail, academic exhibitions and reviews; today, we are making ever-increasing use of electronic media, not just to reach our existing customers as effectively as possible, but to bring your book to the attention of a wider community of prospective buyers.



Direct marketing

Your book will be included in all appropriate direct mail activity, including relevant subject catalogues. All of our direct mail is sent to a wide range of focused prospects – academics and professionals in relevant disciplines, librarians, agents, booksellers and media contacts. We have our own database of several hundred thousand people across all subjects in the UK and Europe alone, and we make use of relevant third-party address lists. Such third-party lists include appropriate associations and societies as well as list providers. We use direct e-marketing activity such as e-mail campaigns, postings on relevant sites and listservs and announcements in appropriate e-newsletters.

Publication will also be announced in our regular new title e-alerts service (www.cambridge.org/alerts). This is proving a popular service and will help drive sales and awareness of your book.

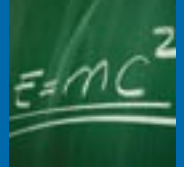
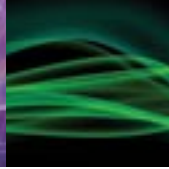


Web marketing

The ability for people to find your book on the web has rapidly become one of the most important factors in determining its success. Cambridge University Press regularly attracts more visitors to its websites than any other academic publisher, and our online shop routinely sells more than £1 million of academic books directly to customers each year.

We work closely with internet retailers and search engines to promote the titles on our lists. As part of the promotion of your book, a sample extract will be posted on Cambridge's websites (www.cambridge.org). To improve the visibility of the books we publish, we are also actively participating in

the most important new search initiatives, namely Google Book Search and Amazon Search Inside the Book. We are already developing content for the Microsoft Windows Live Academic application. No other publishers' books are so well represented on the web.



Reviews

The UK and Europe marketing team will send your book for review to the most appropriate academic journals and publications.

In the UK and Europe, reviews often do not appear until some time after publication. We find that this can in fact help with the continuing promotion and sale of books. If we receive review offprints, we aim to use relevant positive comments and quotes on our website and elsewhere as part of the continuing marketing of your book. Please send us any reviews you see.

We work very hard on our relationship with journal review editors in the UK and Europe: we regularly send them catalogues of new books; many subscribe to our monthly new title e-mail alert; and we have developed

a dedicated secure website where they can order new books directly for review. We work closely with the national media to promote titles of topical general interest in the UK and Europe. We receive very many requests from them for titles, and we find that such requests are those most likely to result in a printed review. We always work directly with those journal editors responsible for commissioning reviews rather than with individual potential reviewers.



Digital Business

Cambridge's Digital Business team breaks new ground each month by finding fresh ways to increase the circulation of Cambridge books through electronic outlets of various kinds. We have our own e-platforms for publishing and selling academic content in electronic form, and our own eBookstore. Sales of our books are now made as downloads to PCs and hand-held devices; through online library services; through subscription, aggregator, short-term rental and other developing business models; and as sales of access to fragments (for example by chapter, or pay-per-view). In fact, very nearly all our new books are marketed in virtual formats, and are sold into digital libraries throughout the world.

Short-run digital printing

We aim to keep titles in print indefinitely where appropriate, using short-run digital printing technology to reprint even a single copy in response to a customer order. This initiative means that we can keep works of enduring scholarly value available to new generations of researchers and students.



Service to booksellers and online retailers

We regularly win awards for the quality of our customer service and our distribution. We enjoy an unmatched reputation in the publishing industry for the quality and accuracy of the bibliographic data we provide to booksellers around the world. Information about your book will be very widely available to trade customers, helping to build both awareness and sales. We feed rich data daily to Amazon, the world's leading online retailer, and they offer 24-hour availability on nearly all our titles. We enjoy very close relations with the world's biggest book wholesalers, offering them the widest range of any academic publisher. In short, your book will be available to the widest audience, globally.

Conferences and Exhibitions

Cambridge University Press attends many hundreds of conferences and exhibitions each year, at venues throughout the world. This means that your book will be profiled widely and directly to its intended audience. Incentives are offered to purchase from the stand and from the Cambridge website after each event. Editorial and marketing staff are present at many meetings in person, whilst at others specialist book exhibitors are contracted to represent several publishers together. The objective is always to ensure that Cambridge authors achieve optimal exposure for their publications in all appropriate communities.

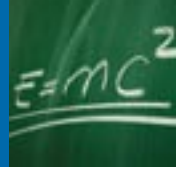
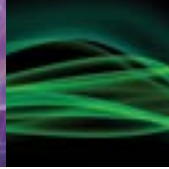


Rights

Cambridge University Press sells translations of its books into scores of foreign languages each year, working proactively through its established network of relationships with leading publishers across the globe, and welcoming any new contact with a foreign publisher that an author might propose. While the main languages into which Cambridge books are translated are Chinese, Japanese, Spanish and Italian – with Korean, Greek, Brazilian Portuguese, German, Russian and French not far behind – Cambridge regularly licenses translations into languages such as Turkish, Arabic and Finnish. The Press also licenses regional English-language reprints, bilingual editions and digitization rights.

Royalties

Our busy Finance team, working with IT colleagues, administers some 25,000 active author royalty accounts and manages the allocation of rights income from many thousands of transactions. Our Legal Services team issues close to 2000 contracts each year. Cambridge authors are now kept abreast of all of these services and are offered a number of others via AuthorNet.



Permissions

Cambridge's Permissions staff field thousands of requests each year from authors, teachers, publishers and administrators who, for various reasons, want to include extracts from Cambridge publications in their works: in print and electronic format, in English and in translation. They also handle requests for network licences, performing rights, transformations to Braille, and photocopying. They investigate the rights status of each request, and grant permission where possible, sometimes for a fee and sometimes for free (depending on the nature of the request and the amount of material involved). Cambridge works closely with the national collective licensing organizations (for example the Copyright Licensing Agency in the UK and the Copyright Clearance Center in the US) to ensure that general photocopying and digital copying of Press materials in schools, libraries,

government sectors and commercial companies are properly monitored and remunerated. It serves notice-and-takedown orders on people discovered to be infringing our copyright on the internet, as well as supporting the work of trade associations and national governments to clamp down on large-scale book piracy.

How you can help publicize your book

You can also play an important role in marketing your book using the Cambridge University Press author services available to you free online. Log on to AuthorNet at **www.cambridge.org/authornet** to find out more about how our easy-to-use digital resources can help you spread the word to colleagues, peers, friends and relatives.



What are we here for?

Cambridge University Press advances learning, knowledge and research worldwide.

We set the standard for

- The quality and validation of content
- Design, production and printing
- Cooperation with authors
- Meeting our customers' needs

We value

- Integrity and rigour
- Creativity and innovation
- Trust and collaboration

These are the attributes of Cambridge people.

