### STM Books

#### The Academic/Professional Book Market Pyramid

- **Science**
  - Pure
  - Applied

- **Professional**
  - Advanced
  - Basic

- **Undergraduate**
- **Graduate**

**Textbooks**

- **low unit sales, high prices**
- **in institutional sales, global market**
- **high unit sales, low prices**
- **individual sales, local markets**

#### STM and Social Sciences & Hum. Publishers

**Key players**
- Springer
- Taylor & Francis
- Elsevier
- Wiley-Blackwell
- Wolters Kluwer Health (LWW)
- OUP
- CUP

#### Professional and Textbook Publishers

**Key players**
- Pearson Education
- McGraw-Hill
- Wiley Professional/Trade, Wiley Higher Education
- Thomson Learning
Why Springer?

1. History and reputation: founded in 1842, Germany

2. The largest STM book publisher (over 190,000 titles) and the second largest journal publisher (over 2900 journals)

3. The major difference between Springer and the others: taking the lead in electronic publishing
5 Book Publishing Options

1. Monograph

A scholarly book, or a treatise, on a single subject or a group of related subjects. A non-serial work (not in a series), often single-authored but also co-authored. Often called a ‘research monograph’

2. Edited Volume

Also known as a contributed volume. Invited works. Often one or more volume editors. Organized thematically. Wide focus, interdisciplinary.
3. Proceedings

Collection of academic papers published in the context of an academic conference, congress, symposium, summer school, workshop, etc. Sometimes sponsored by a Society or Association, usually including abstracts or reports of papers presented by the participants.

4. Major Reference Works – Encyclopedia’s

A single or multi-volume reference work that provides general background on either a wide range of topics or a more specialized discipline, for example an encyclopedia.
5. **Handbooks**

Similar to MRW’s, a concise compilation of approved key information on methods of research, general principles, and functional relationships.

6. **Springer Briefs**

Concise summaries of cutting-edge research, compact refereed monographs.

Publish 8 to 12 weeks after acceptance, 50 to 125 pages with a clear focus.

Timely reports of state-of-the-art analytical techniques, bridges between new research results, snapshots of hot and/or emerging topics, literature reviews, and in-depth case studies.
10 Steps to getting your book published

1. Develop an idea for a book
2. Write a proposal and send to Springer
3. External review
4. Decision to publish (or not)
5. Contract
6. Writing
7. External review of manuscript
8. Final manuscript
9. Production
10. Publication – print and eBook

• Translated work need to be proofread by native English speaker
The Proposal

- 4 page Word template
- Title information
- Author/Editor information
- Book Information
- Competitive Literature
- Additional Information

BOOK PROPOSAL FORM

Editorial Contact: Lawrence Liu
Contact Details: Lawrence.Liu@Springer.com

Thank you for your interest in publishing with Springer Education! In order for us to make an informed evaluation of your proposal, we ask you to complete this book proposal form and return it to your publishing editor (see details above). Please do not hesitate to contact us with any questions you may have.

Along with this Book Proposal Form, please provide the following material (if you have not already done so):
- Your CV, including a detailed list of your previous publications;
- Tentative Table of Contents (electronic file, preferably in Word);
- One or more sample chapters and/or a chapter outline.

Please note: Springer Education requires the content of the proposed book to be academic and research type.

1. AUTHOR(S)/EDITOR(S) OF WORK:
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SEO - Search Engine Optimization

Don’t let generic terms and descriptions bury your title amongst a mountain of higher-ranked hits!
Dyslexia is a specific learning difficulty that hinders the learning of literacy skills. This problem with managing verbal codes in memory is neurologically based and tends to run in families. Other symbolic systems, such as mathematics and musical notation, can also be affected. Dyslexia can occur at any level of intellectual ability. It can accompany, but is not a result of, lack of motivation, emotional disturbance, sensory impairment or meagre opportunities. The effects of dyslexia can be alleviated by skilled specialist teaching and committed learning. Moreover many dyslexic people have visual and spatial abilities which enable them to be successful in a wide range of careers.

The appearance of this book... is to be welcomed. It represents a full statement of the best practice to be found in the many kinds of intervention that are conducted with dyslexic students. It addresses some fundamental questions that are seldom asked and much of what the skilled teacher knows and does is set down here in print for the first time.

From the Preface:

`Collectively, the chapters provide a synthesis of current practice focusing on how to assess and treat the symptoms of dyslexia, guided by a proper understanding of the`
The Water-Food-Energy Plexus in the Mekong Region

Assessing Development Strategies Considering Cross-Sectoral and Transboundary Impacts
Smajgl, Alexander, Ward, John
2013, XVII, 234 p. 42 illus., 39 in color.

Softcover 49.95 €
(gross) price
Due: April 30, 2013
Add to marked items

- Provides a cross-sectional analysis of development-directed investments in the wider Mekong region
- The wider Mekong region includes Laos, Cambodia, Thailand, Vietnam, Myanmar, and the Chinese province of Yunnan

This book provides a cross-sectoral, multi-scale assessment of development-directed investments in the wider Mekong Region. The wider Mekong Region includes Lao PDR, Cambodia, Thailand, Vietnam, Myanmar and the Chinese Province of Yunnan. This book gives important insight into how future sustainability will depend on the development of effective governance mechanisms at the level of the Mekong region. Evidence highlights a limited set of critical dynamics that generate a high level of connectivity between these countries, including human migration, natural resource flows and increasing levels of private and State financial investments. Besides regional connectivity, this assessment considers cross-sectoral implications, in particular those between the water, food and energy sectors. The majority of nationally planned and implemented development decisions in the wider Mekong Region aim for either improved water access, increased energy supply or improved food security. Investments in any of these three sectors are critical as they are closely linked, harbouring potential trade-offs and unintended side effects.
The Contract (Publishing Agreement)

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