

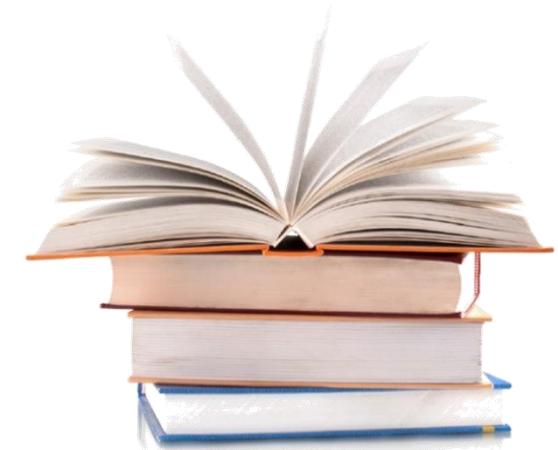
Publishing Academic books with international publishers

Dr. Azam Raoofi

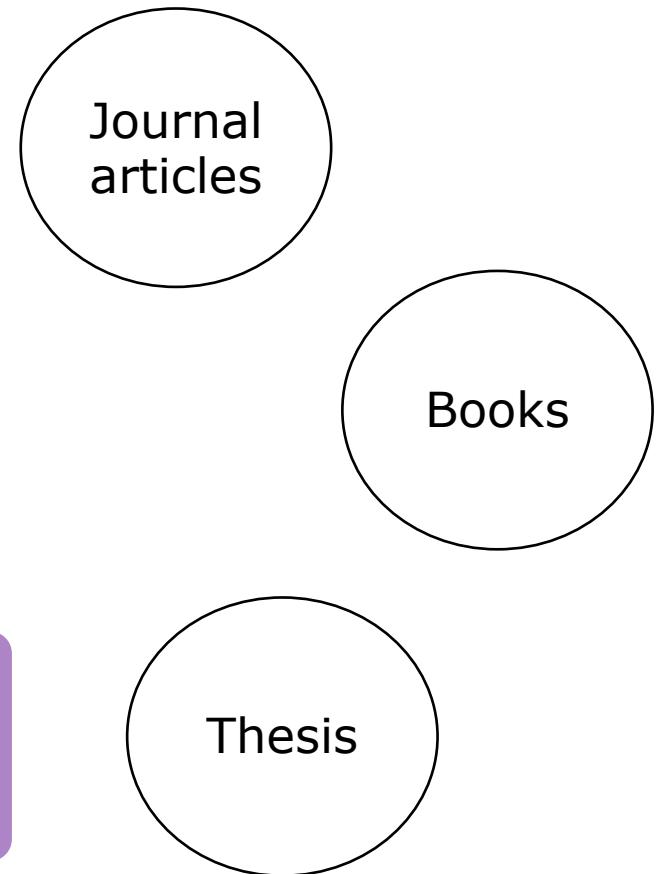
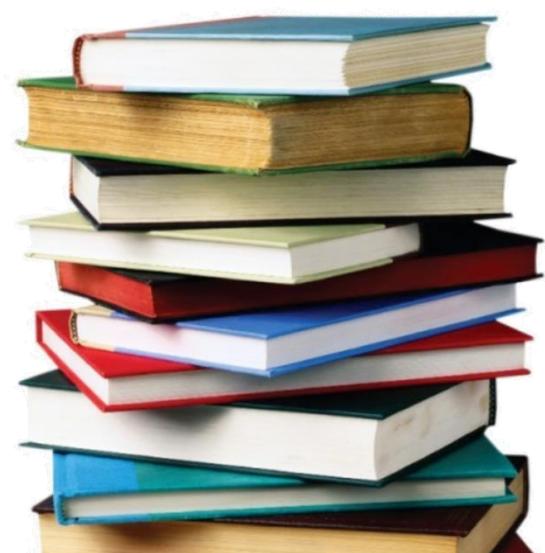
Ph.D. in Health Policy

Department of Global Health and Public Policy

Tehran University of Medical Sciences



Academic publishing



Journal article vs. book content

Provide different types of content, but they are **fundamentally interlinked**
researchers **need both** to build a complete knowledge around a topic

Journal article

Depth in a growing discipline
(monodisciplinary)

- Specialized knowledge
- Narrow focus
- Extreme depth
- Juniors' role
- Latest research and newest results

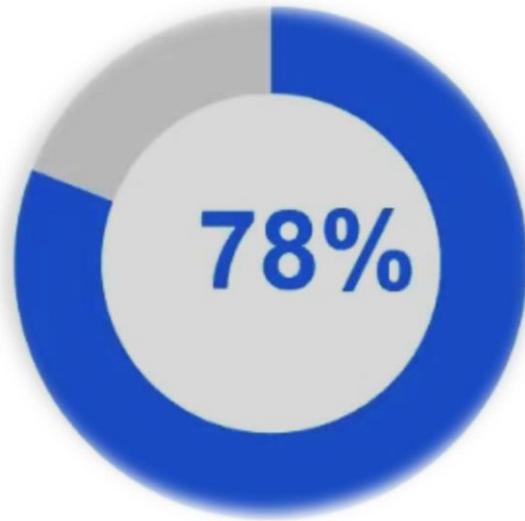
Book content

Breadth connection discipline
(interdisciplinary)

- Broader view of a topic
- Expert opinion on fundamental topics
- Differing opinions and complexity in one source
- Links to related fields, methods and materials



Interdisciplinary research



78% do interdisciplinary research



Need the **most relevant content** to answer their questions irrespective of the content **type** or format

Why should I publish a book



- Increasing your Knowledge
- Connecting with your research community / Increasing your network



Academic Publishers Rankings

- American Political Science Rankings
- SENSE rankings
- Spanish National Research Council rankings
- Granada Rankings
- Libcitation rankings

Top 10
academic
publishers 2021

American Political Science Rankings (2007)



top-ranked (A+) publishers

1. Cambridge University Press
2. University of Chicago Press
3. Columbia University Press
4. Harvard University Press
5. MIT Press
6. Oxford University Press/Clarendon (UK/US)
7. Princeton University Press
8. Stanford University Press
9. University of California Press
10. Yale University Press

second-ranked (A) publishers

1. Alfred A Knopf
2. Allen & Unwin
3. Cornell University Press
4. Duke University Press
5. Edward Elgar
6. Elsevier Science Ltd
7. IPA, Warsaw
8. Johns Hopkins University Press
9. Kluwer
10. Manchester University Press

SENSE Rankings

(every year since 2006)

1. A-publishers: "few top-notch international publishers";
2. B-publishers: "good international publishers";
3. C-publishers: "decent international publishers and excellent national publishers";
4. D-publishers: "professional publications published by major international organizations and good national publishers";
5. E-publishers: "publications mainly published for a non-academic general public by national organizations and small local publishers".



Research School for Socio-Economic & Natural Sciences of the Environment

SENSE Rankings

top-ranked (A) publishers

1. Academic Press (Elsevier)
2. Cambridge University Press
3. Oxford University Press
4. Routledge
5. Sage Publications
6. University of Chicago Press
7. Wiley

top-ranked (B) publishers

1. Ashgate
2. Brill
3. CABI
4. Edward Elgar
5. Elsevier
6. Nomos
7. Springer Verlag
8. Taylor and Francis



Research School for Socio-Economic &
Natural Sciences of the Environment



Spanish National Research Council rankings (2012 & 2014)

1. Cambridge University Press
2. Oxford University Press
3. Springer Nature
4. Routledge
5. Elsevier
6. Peter Lang
7. Thomson Reuters
8. Blackwell
9. De Gruyter
10. McGraw Hill



Granada Rankings



1. Springer
2. Palgrave Macmillan
3. Routledge
4. Cambridge University Press
5. Elsevier
6. Nova Science Publishers
7. Edward Elgar
8. Information Age Publishing
9. Princeton University Press
10. University of California Press



Book Authors / Book Editors



Both Editors and Authors are:

- Respected experts from their field
- Able to identify the market need (subject matter and target audience)
- Plan the scope of the content
- Supported by Elsevier's in-house staff to produce a high-quality end-product
- Paid by the Publisher in the form of a royalty (% of sales)

Volume Author

- Writes 100k words in ~1 year
- Deliver well-referenced MS
- Explain science and how to apply it
- Have inter-disciplinary expertise to deliver content for readers with varied backgrounds

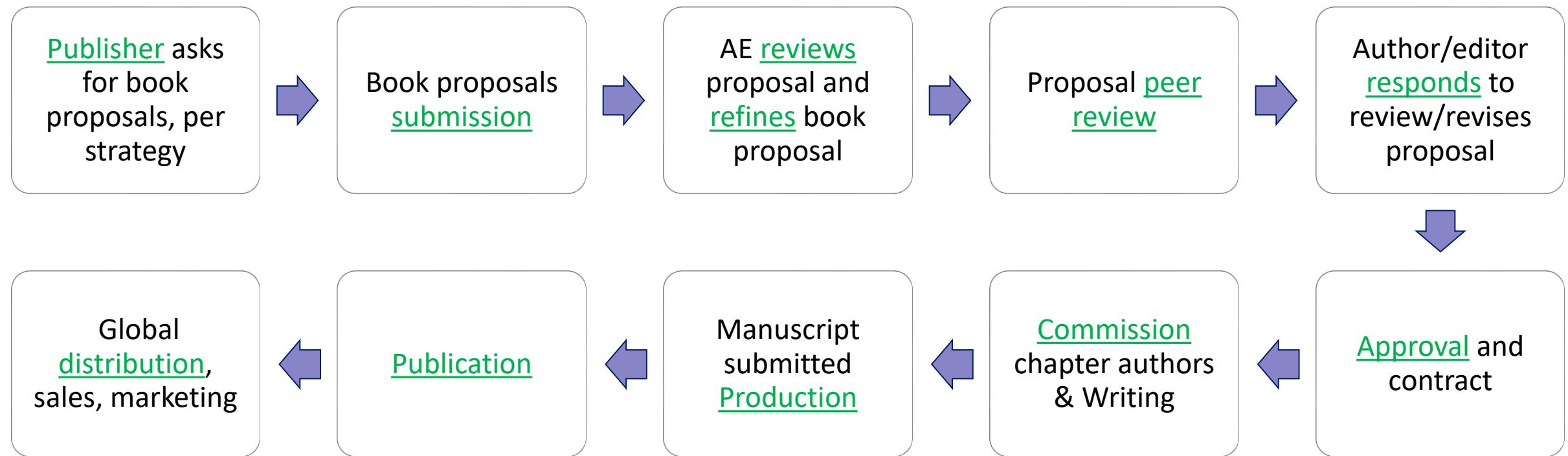
Volume Editor

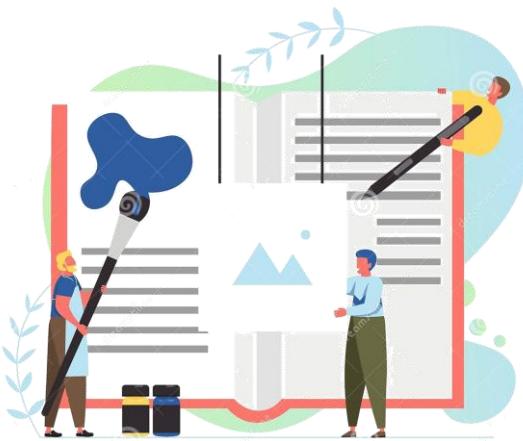
- Design table of contents
- Secures chapter authors
- Perform overall scientific editorial review of each chapter

Chapter Author

- Work with the volume editor to plan chapter coverage
- Writes 7-10k words in ~6 mo.
- No payment involved (and no fees to pay).

End-to-End Overview Book Publishing Process





subject areas

- Applied Computing
- Biomedical Engineering
- **Biomedical Research**
- Chemistry
- Clinical Education
- Continuing Medical / Health Education
- Data and Analytics
- Earth Science
- Energy
- Engineering
- Environmental Science
- **Food Science and Nutrition**
- Life Sciences
- Materials Engineering
- Materials Science
- **Medical Education**
- **Medicine**
- **Neuroscience**
- **Nursing**
- **Nursing Education**
- **Psychiatry**
- **Psychology**
- **Surgery**
- Sustainability Science
- Transportation



Writing the Book proposal



Working title (title / subtitle / keywords)



Keywords (key terms, which are not already included in the title/subtitle)



Author(s) or Editor(s) Information



Audience (primary and secondary / benefits to audience)



Background and Purpose



Benefits to audience



Inclusion and Diversity



Competition and Similar Books



Table of Contents



Publishing Timeline



Specifications



Reviewers



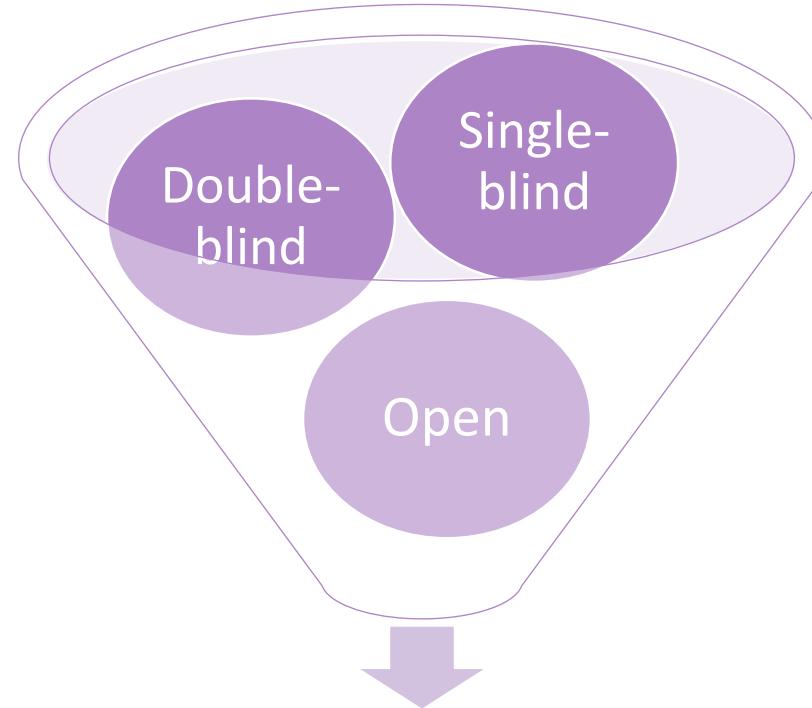
Additional Requirements

Submitting your Book proposal

- Download and fill out the [proposal](#) (<https://www.uk.elsevierhealth.com/media/wysiwyg/ukmeaeu/static-pages/AuthorProposal.doc>)
- Find out who the Acquisitions Editor is in your field
- Recommended approach: Speak to the Acquisitions Editor early in the process for:
 - early guidance on the topic/trends/competition
 - different proposal from that they prefer
- Send the completed form to:
authorquery@elsevier.com
 - Proposal in [subject area] / [author name: working title]
E.g. Proposal in Medicine / Raoofi: Environmental & health management of COVID-19

peer review

- Elsevier staff evaluation
- Selected external reviewers



The Book Proposal process



Contracting a Book



Specific terms of the contracts may **vary**, but some **key points**:



After project approval, your Acquisition Editor will deliver a contract for **electronic signature** via DocuSign.



A final **manuscript due date** will be specified, and it is critical to maintain this date.



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Important for dissemination and piracy.



Editor/Author **royalties & complimentary copies** outlined



Book Manuscript Development

Once your project is approved and contracted, the **writing process** can begin.

- For the manuscript development phase:

- Editorial Project Manager assigned
- Detailed author guidelines provided
- Delivery in ELSA / EMSS authoring platform

Manuscript elements:

- Final list of contributors (Edited)
- Sample chapter (authored)
- Text, Equations, Tables, and References
- Keywords and Abstracts

- Artwork – delivered as separate files
- Permissions for any **3rd party** content
- Cover image, Back Cover Copy
- Optional - preface, foreword, glossary, appendices



Third party permission

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- completed permissions log

A Project ID / Publication Name	B Permission Status (Mandatory)	C Chapter Title	D Elsevier Author Name	E Item ID (mandatory)	F Previous Edition Item ID	G PII/ID	H Caption Title	I Source (mandatory)	J Source Chapter	K Elsevier source (Yes/ No)
1 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.1			Global Economy Trend 2010-2020	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
2 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.2			Real GDP (Percent change from previous year)	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
3 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.3			Consensus Forecasts of Global GDP Growth	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
4 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.4			Consensus Forecasts of GDP Growth for 2020, February-June 2020	World Bank. Global Economic Prospects. June 2020. Washington, DC: World Bank; 2020.		No
5 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.5			Forecasting the Effect of Social Distancing with and without Universal Masks Use on the Global Prevalence of COVID-19	Institute for Health Metrics & Evaluation. COVID-19 Projections. 2020; https://covid19.healthdata.org/ . Accessed Dec 11, 2020.		No
6 Environmental and Health Management of Novel Coronavirus Disease (COVID-19)	Resolved	Challenges, opportunities and future perspective associated with COVID-19 pandemic	Prof. Amirhossein Takian	Figure 17.6			How SDGs Have Been Influenced by COVID-19	United Nations. The Sustainable Development Goals Report 2020. New York, NY, USA: United Nations Publications; 2020.		No
7										
8										
9										

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Book Production

Production Manager Assigned

- Copyediting
- Proofreading
- Indexing
- Manufacturing

HOW TO SELF-PUBLISH A BOOK

CORPORATE
REBELS



Timing

- Depends on length/complexity of manuscript, but usually **3 to 6 months**

Challenges, opportunities, and future perspectives

Amirhossein Takian^{1,2,3}, Hajar Haghghi^{1,a}, Azam Raoofi^{1,a}

¹Department of Health Management, Policy & Economics, School of Public Health, Tehran University of Medical Sciences (TUMS), Tehran, Iran; ²Department of Global Health & Public Policy, School of Public Health, Tehran University of Medical Sciences (TUMS), Tehran, Iran; ³Health Equity Research Center (HERC), Tehran University of Medical Sciences (TUMS), Tehran, Iran

Success is not final; failure it is not fatal; it's the courage to continue that counts
Winston Churchill

Key messages:

- Resilient and strong health systems are the key to timely response to pandemics.
- Cooperation and partnership must be at the center of the pandemic and achieve a peaceful world.
- Health is the precondition, outcome, and consequence of development, and it has an inevitable relationship with all aspects of human life.



[Covid-19 pandisziplinär und international](#) pp 391–418 | [Cite as](#)

COVID-19 pandemic: The fears and hopes for SDG 3, with focus on prevention and control of noncommunicable diseases (SDG 3.4) and universal health G 3.8)

Azam Raoofi^{a,c}, and Hajar Haghghi^a

^aDepartment of Health Management, Policy & Economics, School of Public Health, Tehran University of Medical Sciences (TUMS), Tehran, Iran; ^bDepartment of Global Health & Public Policy, School of Public Health, Tehran University of Medical Sciences (TUMS), Tehran, Iran

COVID-19 crisis has posed critical challenges to all. The pandemic damaged many global public health systems and impeded the pathways toward Sustainable Development Goals (SDGs) in all settings.

Non-communicable diseases (NCD) mortality rate reduced from 65% to 55% in 2019. The rapid spread of COVID-19 has led to widespread and long-term consequences for patients.

Universal Health Coverage (UHC) will be able to strengthen the health systems to strike a meaningful and efficient balance between health services and additional requirements for crisis preparedness.

The importance of meaningful intersectoral collaboration and response system in preparing for likely future.

The strength of the health systems in many countries is reflected in the role of UHC's fundamental role in achieving SDGs in all societies.

16.1 Introduction

The emergence of COVID-19 in Hubei province in December 2019 has become a great shock and the worst challenge to the world. The pandemic is spreading rapidly, including in health care systems, economic systems, and social systems in roughly 223 countries.¹ From 1918, when the Spanish influenza pandemic emerged, to the 2020 COVID-19 pandemic, the world has experienced two major widespread pandemics. Although there are many similarities between the two outbreaks, COVID-19 is more severe than influenza.² The COVID-19 outbreak, its rapid spread, the emergency and its global impact have caused significant challenges to the world.

^a These two authors have contributed equally to this work and should be considered as co-first authors. They should be ordered alphabetically.

Environmental Management of COVID-19
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Fighting Against All Odds: The Case Study of the COVID-19 Pandemic in Iran

[Amirhossein Takian](#) & [Azam Raoofi](#)

Chapter | [First Online: 04 October 2023](#)

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