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978-1-107-02085-6 - The Handbook of Journal Publishing

Sally Morris, Ed Barnas, Douglas LaFrenier and Margaret Reich

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The Handbook of Journal Publishing

The Handbook of Journal Publishing is a comprehensive reference work written by experienced professionals, covering all aspects of journal publishing, both online and in print. Journals are crucial to scholarly communication, but changes in recent years in the way journals are produced, financed, and used make this an especially turbulent and challenging time for journal publishers – and for authors, readers, and librarians. The *Handbook* offers a thorough guide to the journal publishing process, from editing and production through marketing, sales, and fulfillment, with chapters on journal management, finances, metrics, copyright, and ethical issues. It provides a wealth of practical tools, including checklists, sample documents, worked examples, alternative scenarios, and extensive lists of resources, which readers can use in their day-to-day work. Between them, the authors have been involved in every aspect of journal publishing over several decades and bring to the text their experience working for a wide range of publishers in both the not-for-profit and commercial sectors.

Sally Morris has worked in journal and book publishing for over forty years, for presses including Oxford University Press, Churchill Livingstone, and John Wiley & Sons, and as CEO of the Association of Learned and Professional Society Publishers. She has herself edited a peer-reviewed journal: *Learned Publishing*. She has played a leading role in many industry and publisher/library groups and has written and lectured widely on copyright and journal publishing.

Ed Barnas has worked in journal publishing for over thirty-five years. His expertise covers submission through publication, print and online, the sciences and the humanities. Ed's experience covers both not-for-profit and for-profit sectors at Cambridge University Press, Raven Press, John Wiley & Sons, and the American Institute of Physics. Ed has been active in various publishing groups and served a term as President of the Society for Scholarly Publishing (SSP).

Douglas LaFrenier has held a variety of advertising, marketing, and sales positions at Macmillan, McGraw-Hill, W. H. Freeman and Company, the consulting firm Robert Ubell Associates, and the American Institute of Physics. He is a former Board member of SSP, and a frequent speaker about online publishing issues at meetings of SSP, the Special Libraries Association, the Council of Engineering and Scientific Society Executives, and the Charleston Conference.

Margaret Reich has been working in scholarly publishing for over twenty-five years. Most of her experience is with non-profit society publishers, including the American Physiological Society and the American Heart Association. A past President of SSP, Margaret has also served on its Board of Directors and has performed Committee service for SSP and the Council of Science Editors (CSE).

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PREFACE AND ACKNOWLEDGMENTS

We, the authors, have all spent many years involved with scholarly and professional journals in the course of our respective publishing careers. And we have all found journals to be one of the most fascinating areas of publishing. Maybe it is because journals are so important to authors; particularly in the sciences, being published promptly in the best available journal is key to a researcher's future career. Maybe it is because journals represent the cutting edge, where new findings and new ideas are first reported. Maybe it is because journals are not static, but more like a living entity; the publisher can make adjustments to every aspect of a journal, as frequently as necessary, and observe what difference they make (whereas a book publisher has only one chance to make changes – the publication of a new edition – if any!). Maybe it is because journals have been for decades – and still are – in the vanguard of all kinds of exciting developments enabled by the web: developments not just in how journals are produced, delivered, and used, but also in how they are financed. Maybe it is because journals have been at the forefront of significant cultural changes affecting academia, scientific research, publishing, and scholarly communication in general. Probably it is a combination of all these reasons, and more besides.

Whether you, the reader, have come to journals publishing after a spell with books, or are completely new to publishing – or, indeed, if you have some journals experience and want to refresh your knowledge and ideas – we hope that you will find this book a useful resource. You may or may not want to read it from cover to cover; more likely, you will refer to particular sections as you need them. However you use our book, we hope that it will help you to enjoy your experience of journals publishing as much as we have done. Good luck!

We could not have written this book without the help of many people, including the innumerable colleagues and mentors from whom we have learned so much over the years; indeed, we have learned greatly from each other in the course of writing this book. Friends and colleagues too numerous to mention have patiently provided information and answered questions. In particular, we should like to thank the following for their suggestions,

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