

## CONTENTS

	<i>Preface and acknowledgments</i>	<i>page xi</i>
<b>1</b>	<b>Introduction to journals</b>	1
	What is a journal?	2
	The purpose of journals	5
	The development of journals	7
	References	25
	Further reading	27
<b>2</b>	<b>Managing journals</b>	28
	Introduction – what is management?	28
	Publishing policy	29
	Managing the list	32
	Growing the list	32
	Managing relationships and maintaining communications	34
	Managing existing journals	35
	Improving editorial impact	38
	Starting a journal	41
	Acquiring an existing journal	50
	Auditing	58
	Dealing with an ailing journal	62
	In extremis	68
	Pruning the list	69
	Training in journal publishing	72
	In conclusion	73
	References	74
	Further reading	74
<b>3</b>	<b>Editing</b>	75
	Introduction	75
	The Editorial team	76
	Editorial roles within the publishing house	92

vi **Contents**

	References	102
	Further reading	103
<b>4</b>	<b>The production process</b>	104
	Electronic submission and peer-review systems	104
	Print production	108
	Online journals	111
	Conclusion	130
	References	131
	Further reading	132
<b>5</b>	<b>Journal metrics</b>	133
	Why measure journals?	133
	Journal citation metrics	133
	Journal usage metrics	146
	Peer-review-based journal classification systems	149
	The rise of nonjournal metrics	150
	Using citation and usage data for journal development	153
	References	154
<b>6</b>	<b>Marketing and sales</b>	156
	Introduction	156
	Journal marketing and the “virtuous circle”	159
	The evolving journal marketplace	161
	Pricing, usage, and value	162
	The power of “free”	165
	The role of subscription agents	168
	Emerging markets	170
	What does the marketing department do?	171
	The sales function	192
	Conclusion	197
	References	198
	Further reading	198
<b>7</b>	<b>Fulfillment</b>	199
	Introduction	199
	Outsource, or manage in-house?	202
	Subscriptions and renewals	204

Gracing	206
When is a subscription “new”?	207
Licensing “deals”	208
What do fulfillment reports measure?	209
Working with subscription agents	211
The customer database	213
Claims	214
Resolving “abuse” problems	215
Individual and member subscriptions	216
When journals change hands	218
Conclusion	219
References	219
<b>8 Journal finances</b>	220
Introduction	220
Know thyself	221
Basic terms	224
Business models	226
Profit and loss – an overview	232
Working with the profit and loss statement	245
Accounts for journals	259
Pricing policy	259
Conclusion	268
References	268
Further reading	269
<b>9 Subsidiary income</b>	270
Introduction	270
Alternative modes of access	270
Royalties, rights, and permissions	275
Digital archives	280
Aggregators	284
Author-side payments	286
Institutional memberships	288
Advertising	289
Sponsorship	290
Grants	292
Back issues	293

viii **Contents**

	List rentals	293
	Metadata	294
	Conclusion	295
	References	296
	Further reading	296
<b>10</b>	<b>Contract publishing</b>	297
	Introduction	297
	Identifying a partner	299
	The RFP process	300
	Negotiating a contract and managing the transition	307
	Managing the society journal	314
	The renewal process	315
	Termination and transition	315
	Conclusion	316
	References	316
	Further reading	316
<b>11</b>	<b>Copyright and other legal aspects</b>	318
	Copyright	318
	Contracts	329
	Other legal areas	350
	What if it all goes wrong?	355
	References	356
	Further reading	357
<b>12</b>	<b>Ethical issues</b>	358
	How ethical issues are found	358
	Types of ethical issue	360
	Dealing with ethical issues	371
	References	376
	Further reading	379
<b>13</b>	<b>The future of scholarly communication</b>	380
	Scholarly communication	380
	The drivers of change	381
	How change has affected journals	388
	... and what hasn't changed	391

Cambridge University Press

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

Sally Morris, Ed Barnas, Douglas LaFrenier and Margaret Reich

Table of Contents

[More information](#)**Contents** ix

How change has affected scholars	393
... and what hasn't changed	394
The role of journal publication	396
A vision of the future?	398
Is there a place for publishers (and librarians)?	399
References	400
Further reading	402
<b>Appendix 1 Glossary</b>	403
<b>Appendix 2 Resources</b>	428
Organizations	428
Journals, magazines, newsletters, and blogs	440
Websites and email lists	442
<b>Appendix 3 Vendors</b>	444
Authoring and citation management systems	444
Online submission and peer-review systems	445
Word to XML text conversion systems	445
Hosting platforms	445
Aggregators	446
Abstracting and indexing services	446
Subscription agents	447
Sales agents	447
Distribution houses	448
Publishing consultants	448
Document delivery suppliers	449
<i>Index</i>	451