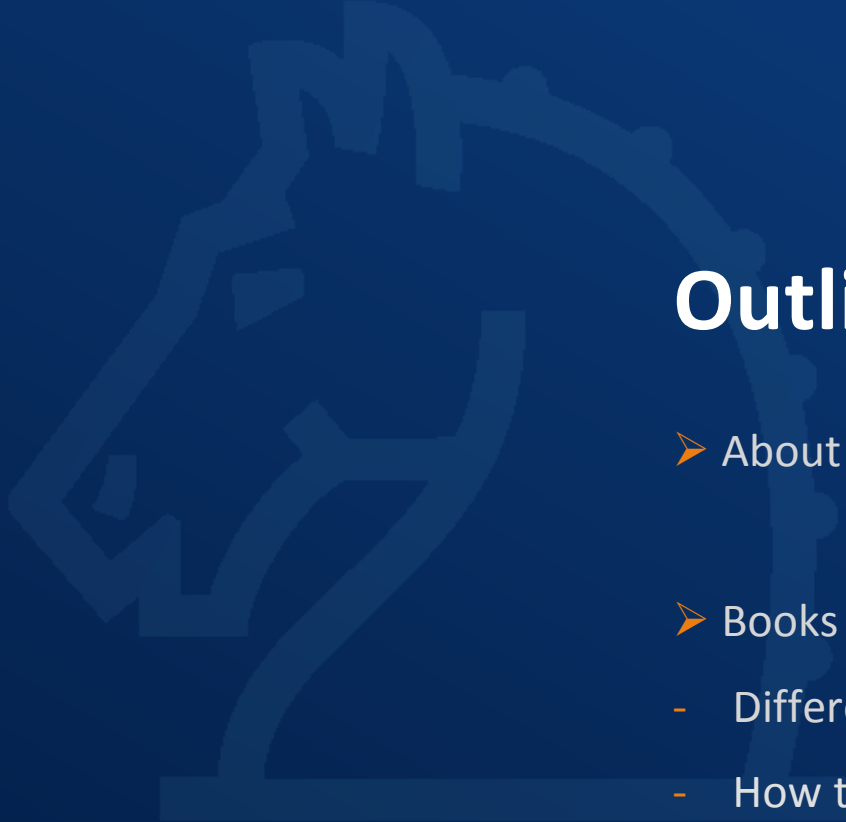




Publishing Science The Springer approach

Marina Forlizzi
Executive Editor
Physics, Astronomy
Valencia, June 2015



Outline

- About me, about Springer
- Books publishing
 - Different types
 - How to go about a book project
- The Golden Rules of STM Publishing in Today's Environment
- Open Access

About me, About Springer

Physical Sciences and Engineering group:

- At Springer since 1999
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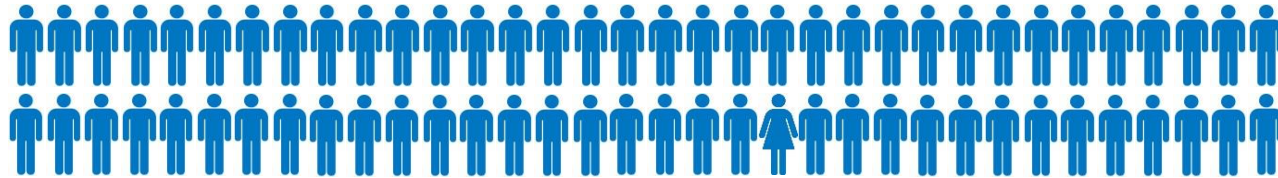


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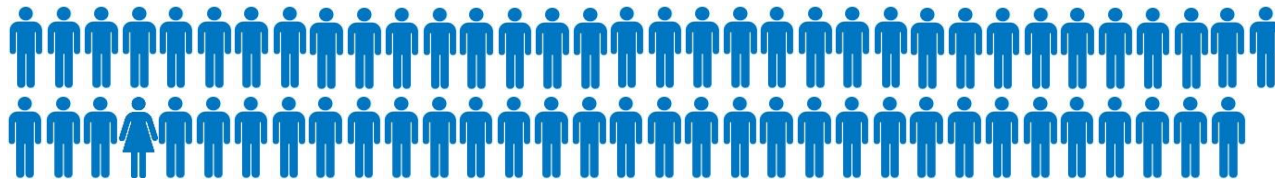
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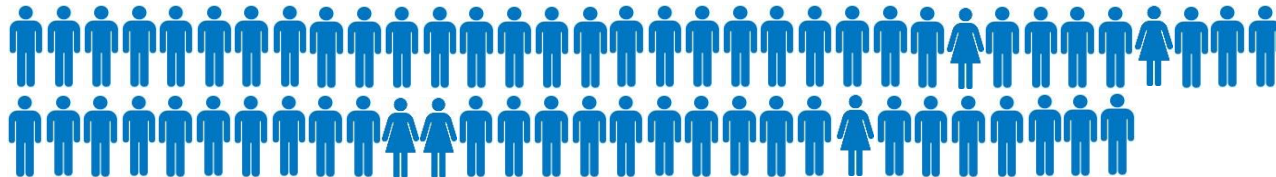
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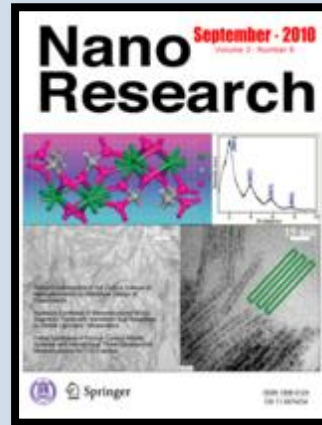


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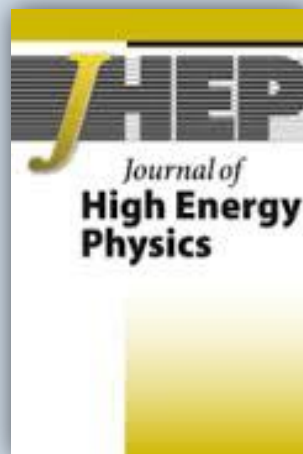


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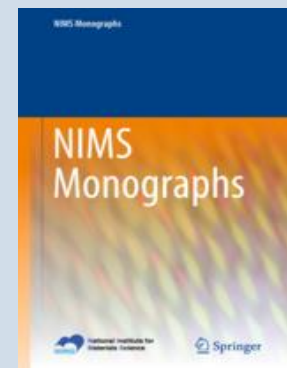


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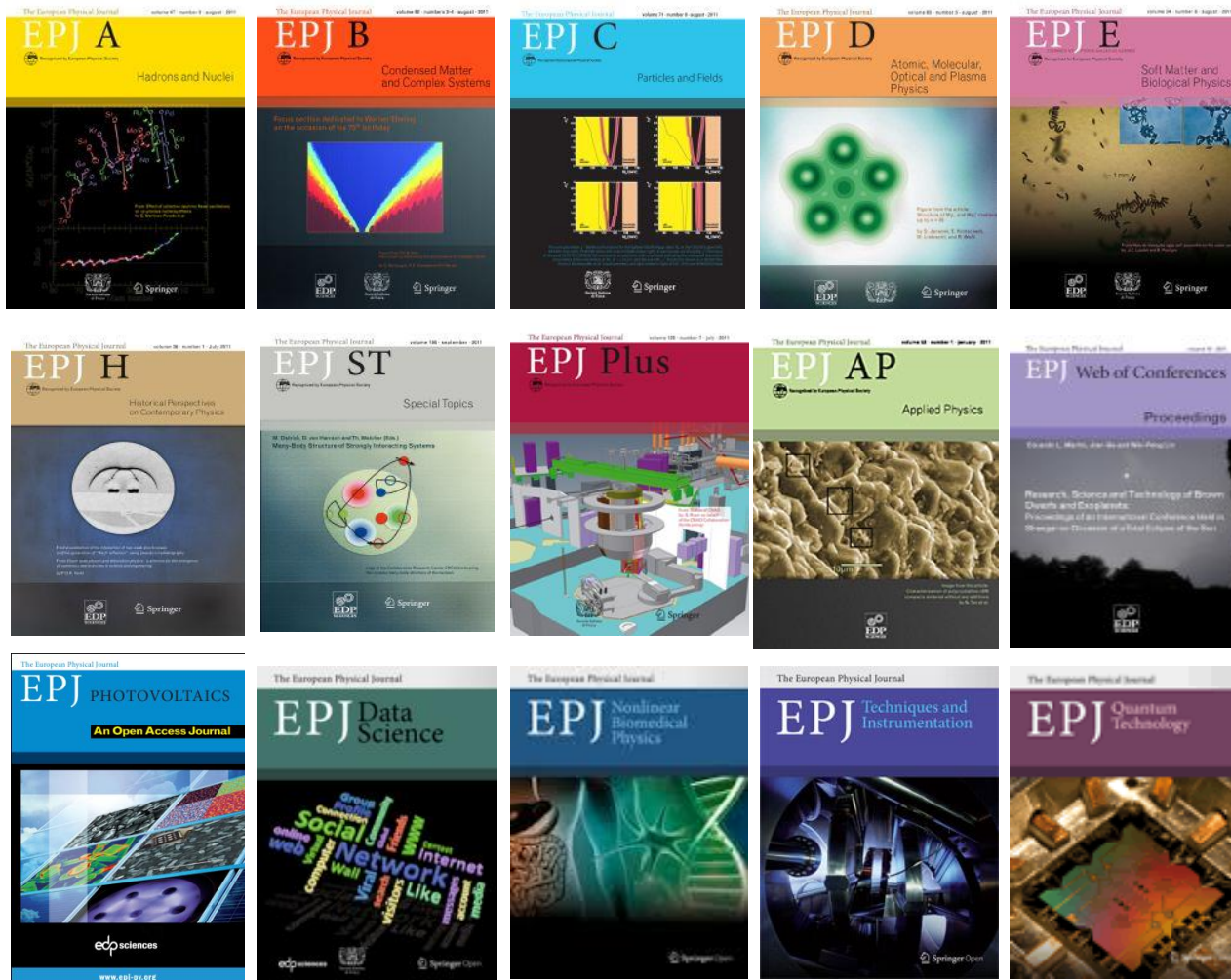
NIMS National Institute for Materials Science

Book series



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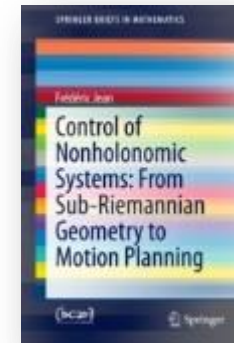
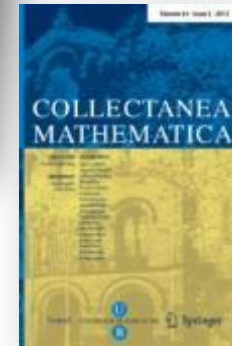
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- The European Union, the U.S. Department of Justice, and other key competition authorities cleared [Springer](#)'s merger with the majority of [Macmillan Science and Education](#).
- The new company, **Springer Nature**, emphasizes the Springer and Nature brands to showcase its “rich science publishing heritage,” says Derk Haank, Springer Nature’s CEO. He plans to combine the skills and talents of each organization and take “a unified one-company approach [that] will enable us to have a global view.
- “The company’s global brands include language learning, its schools and higher education group, and its professional group (supporting professional learning in medicine, engineering, and transport, etc.).
- Springer Nature was created through the combination of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media in May 2015. The company numbers almost 13,000 staff in over 50 countries and has a turnover of EURO 1.5 billion.



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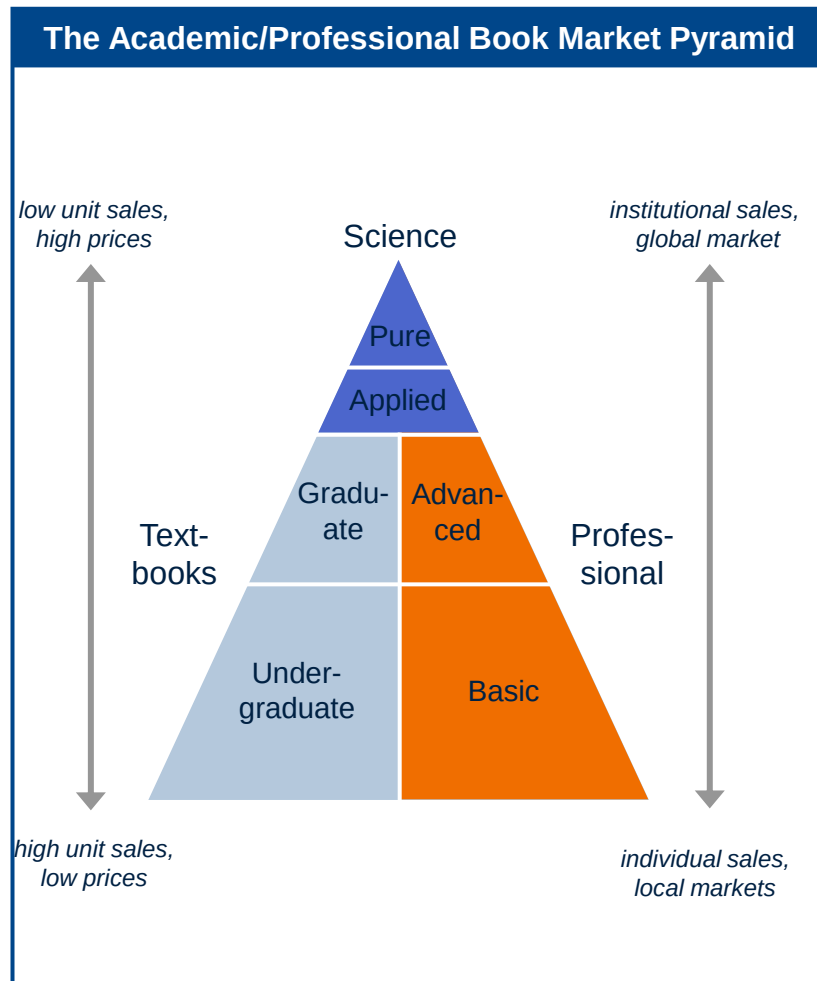
*One of the peculiarities which distinguish the present age is the multiplication of books.
Every day brings new advertisements of literary undertakings*

Samuel Johnson, 1759



- Books continue to hold a very important place within the immense, diverse universe of scholarly literature
- Books provide perspective and a broader, deeper, more well rounded treatment of a topic than journals do
- Scientists enter new areas to solve interdisciplinary problems (biomaterials, energy, complexity)
- Books make an impact on the younger generations of scientists
- ISI launched in 2011 the Book Citation Index (a new part of Web of Science) and citations are tracked in the Web of Science

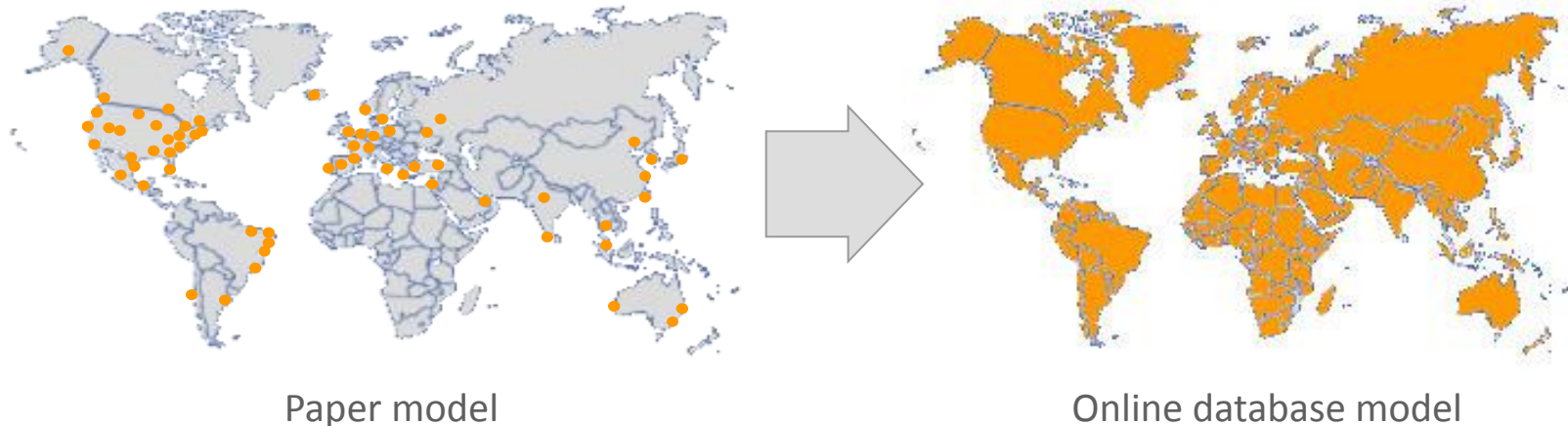
Science, Technology and Medicine (STM) book market



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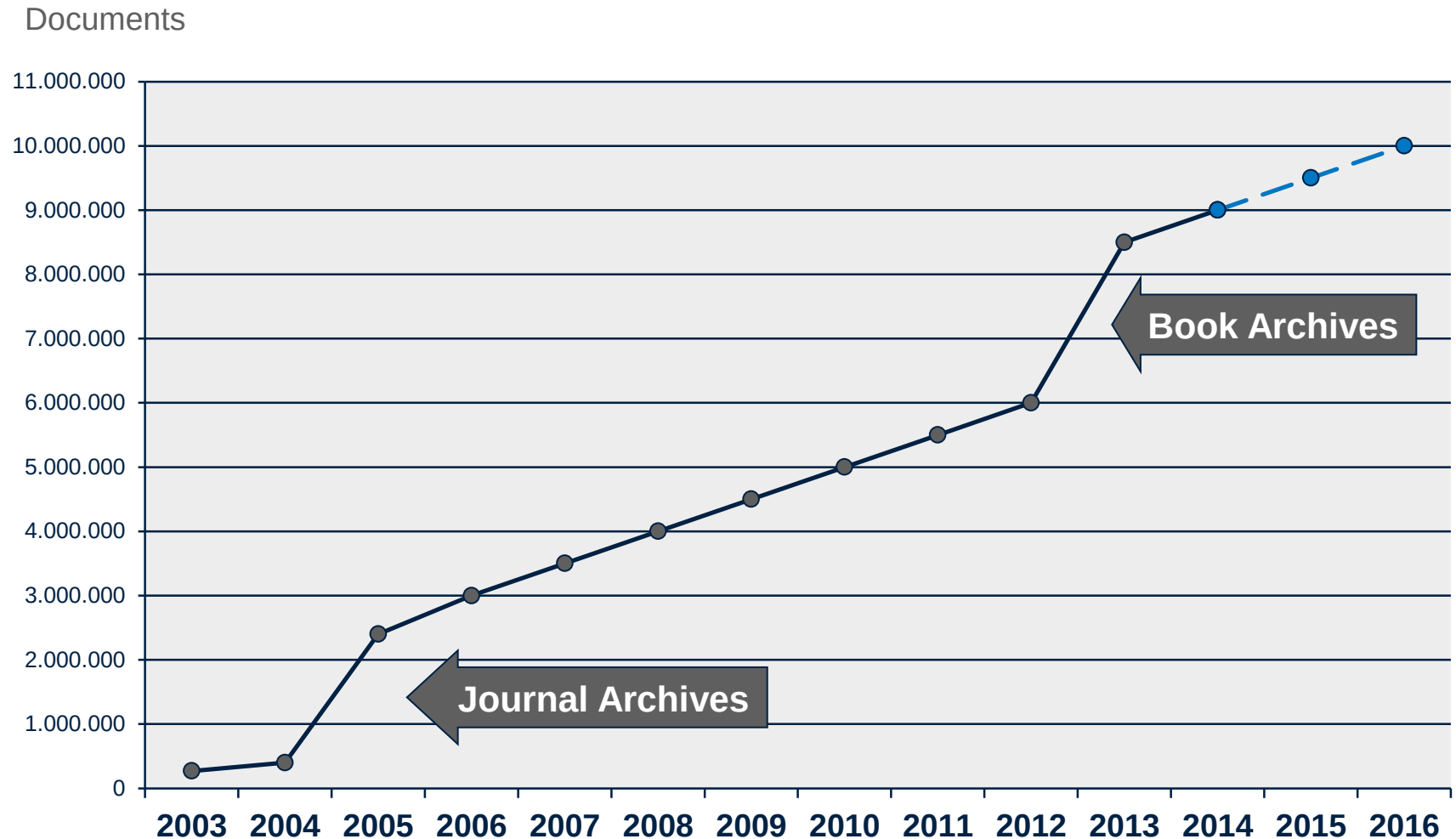
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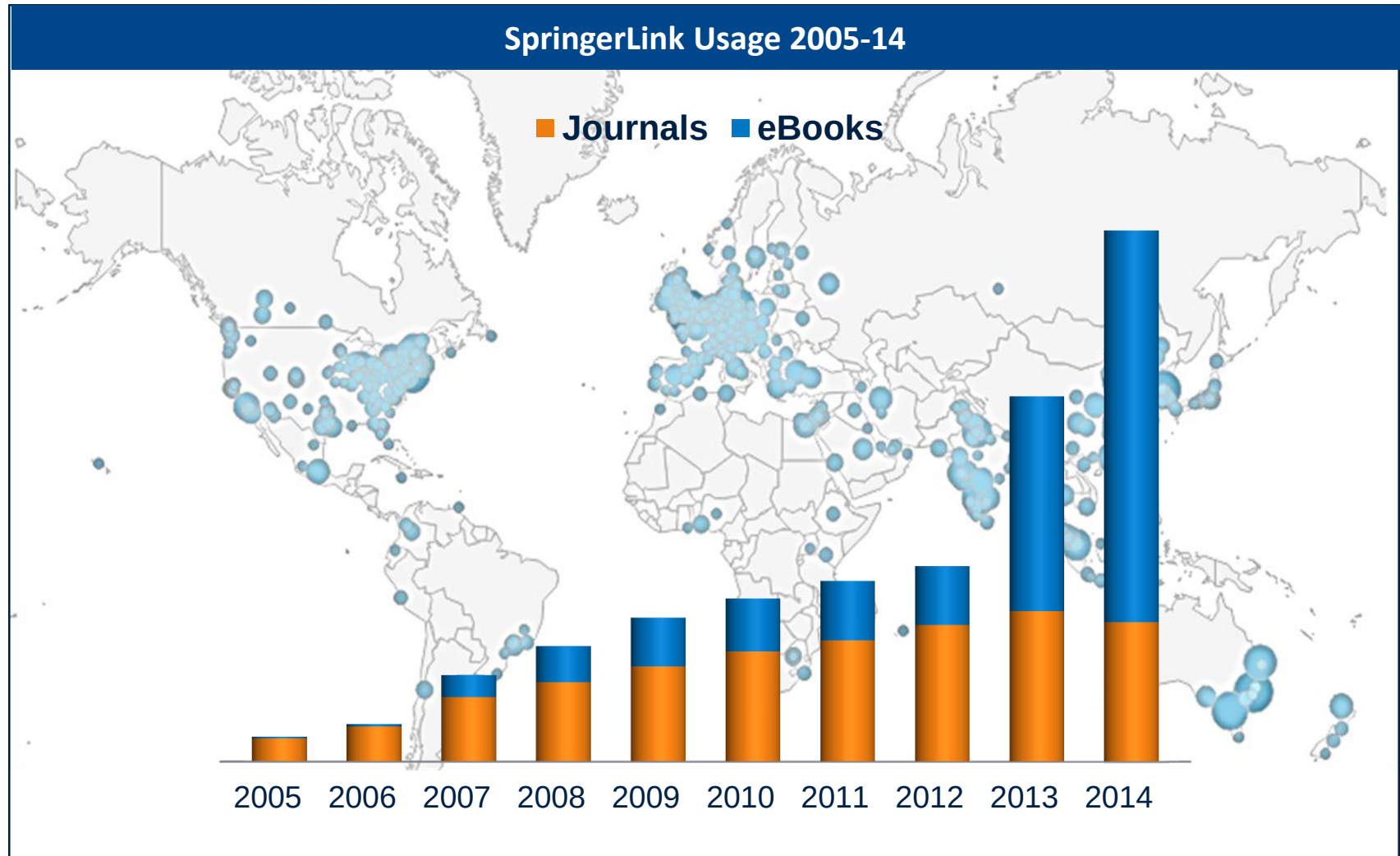
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Book publishing options

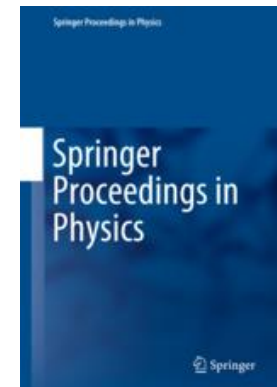
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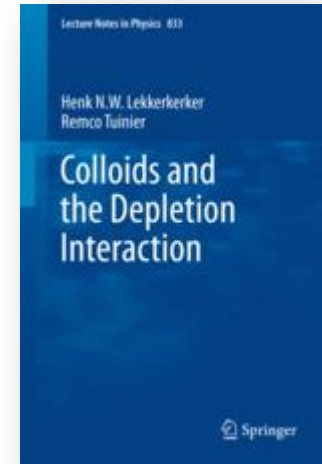


Book publishing options

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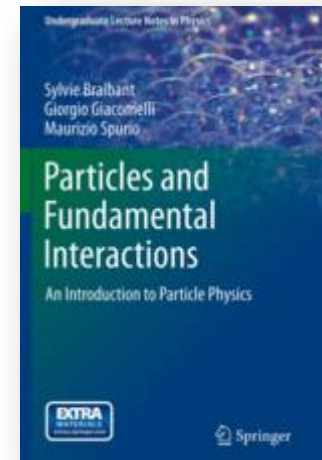
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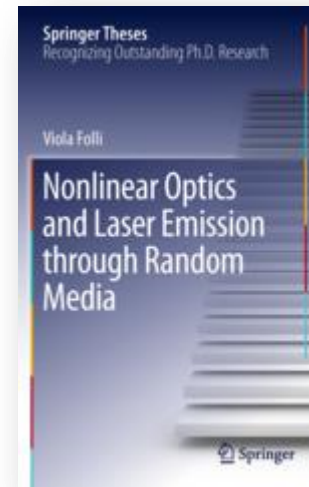
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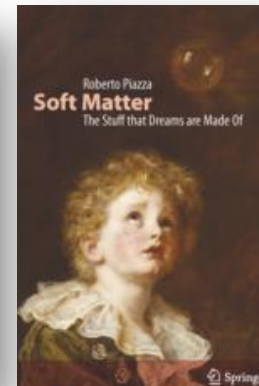
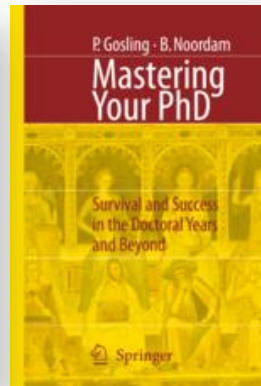
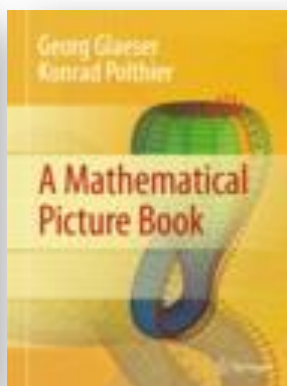
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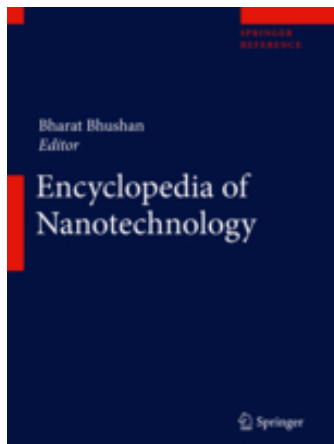


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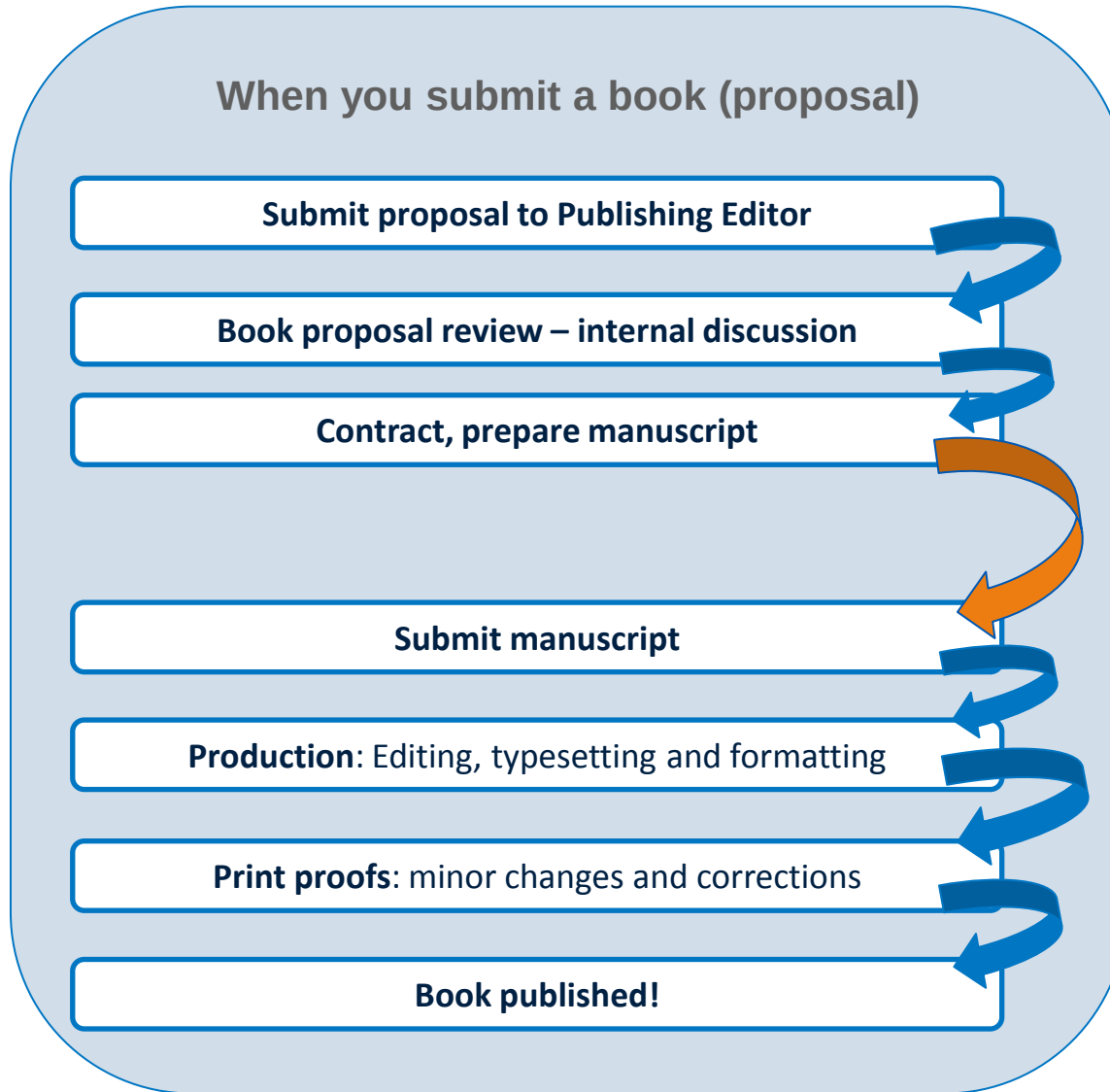


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Bibliographic search:
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Keeping up-to-date:
Browsing current literature to stay up-to-
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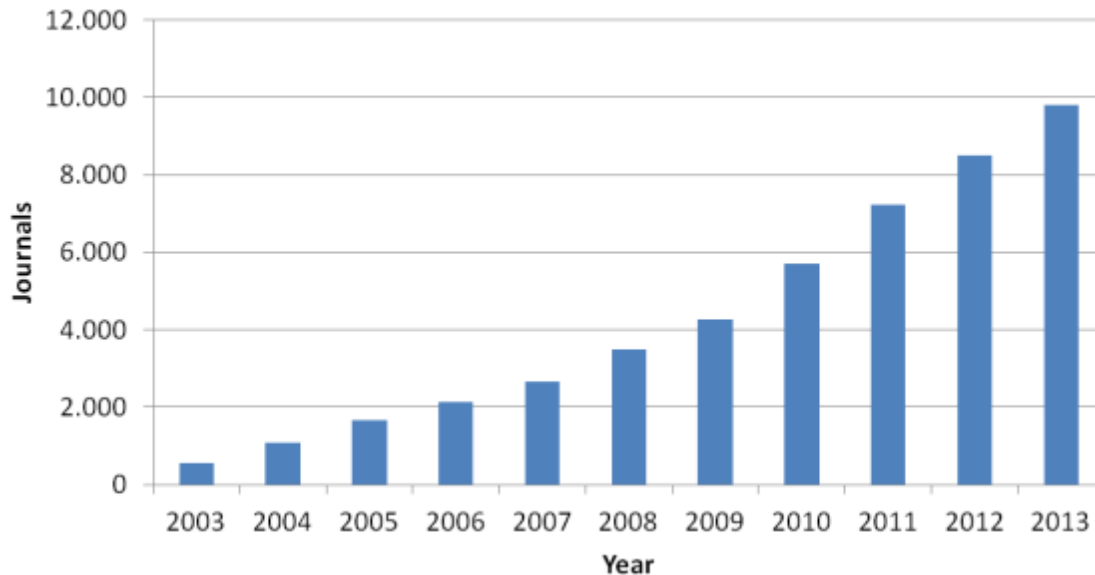
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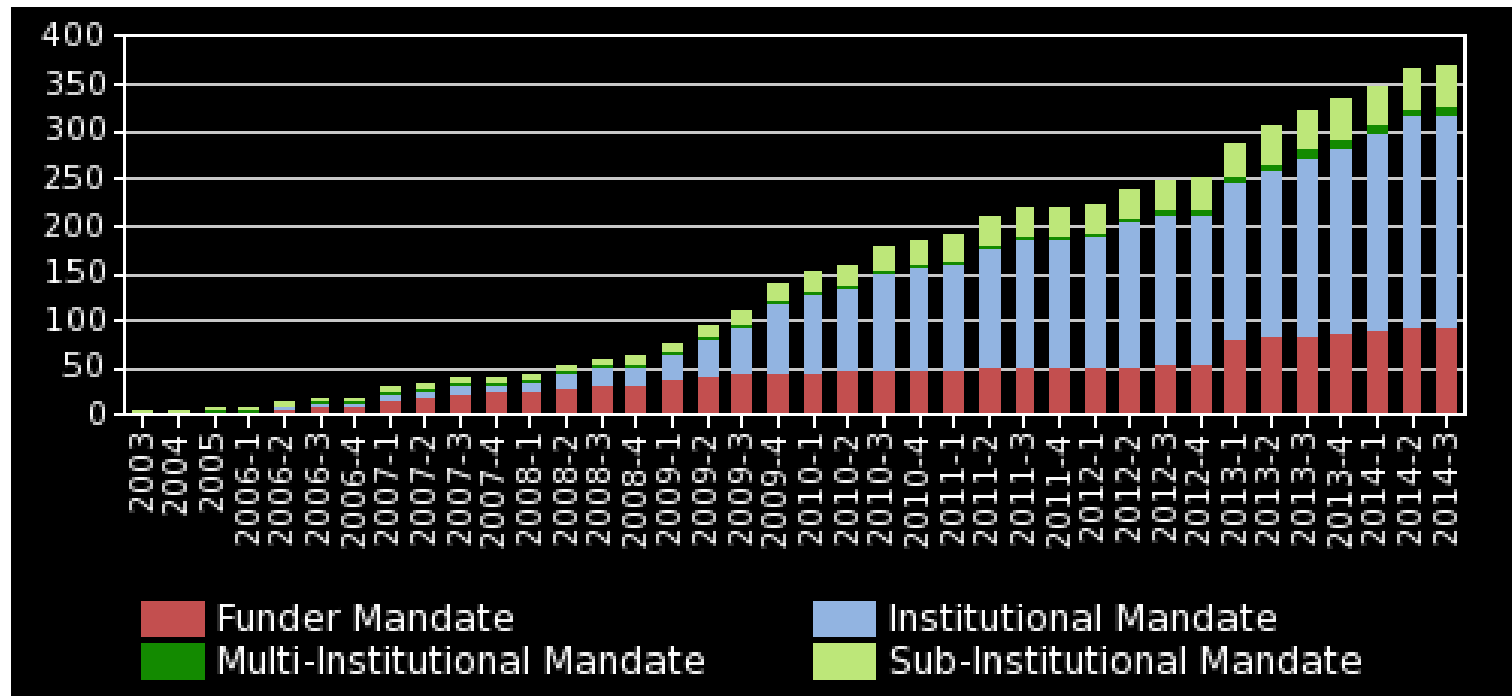
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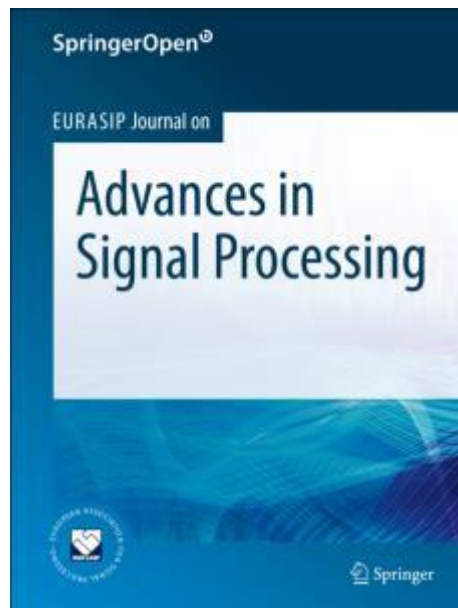




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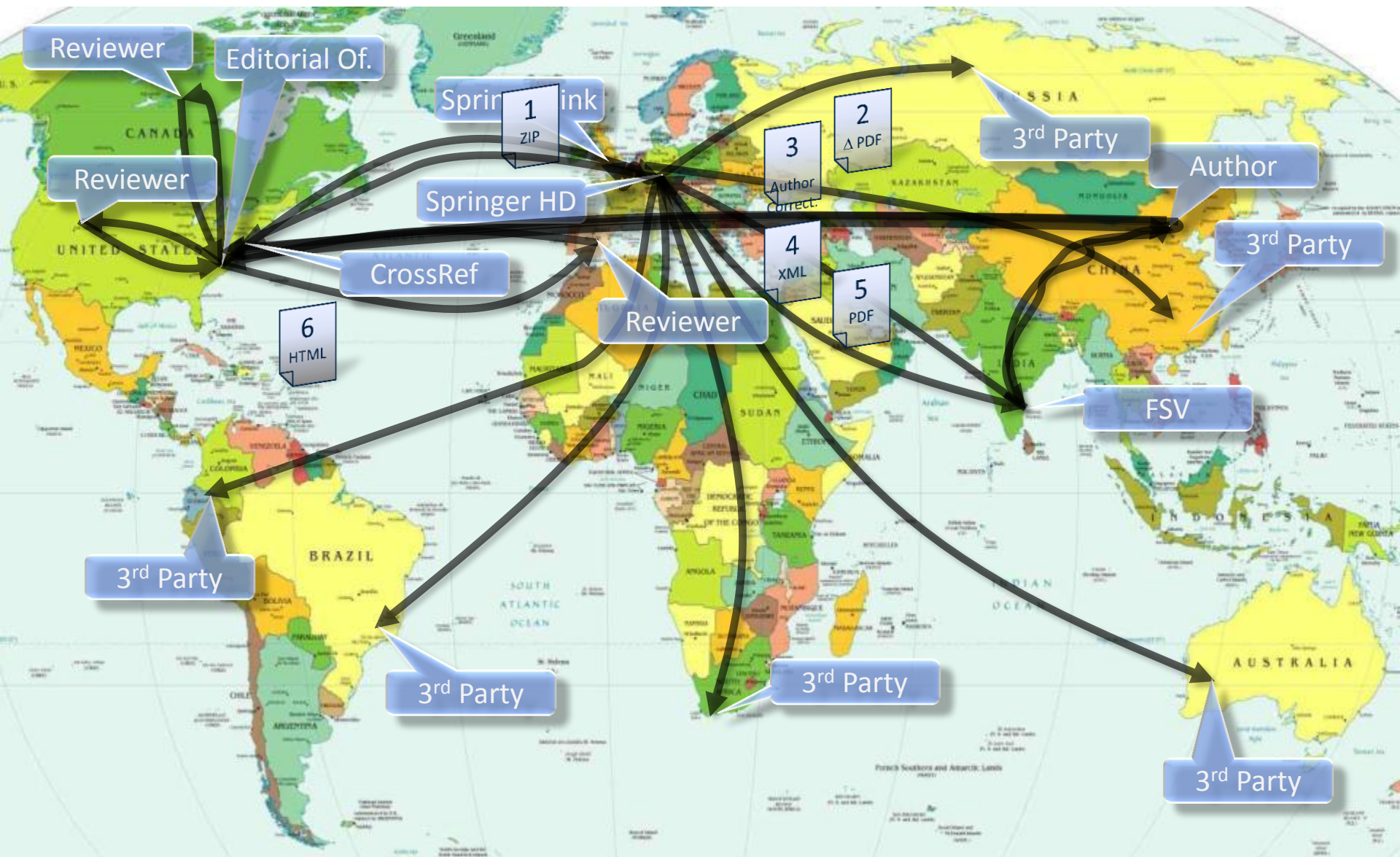
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