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Collaboration in Content Dissemination
(Why, What, and How?)



NDC

Nonlinear Dynamics and Complexity 2020

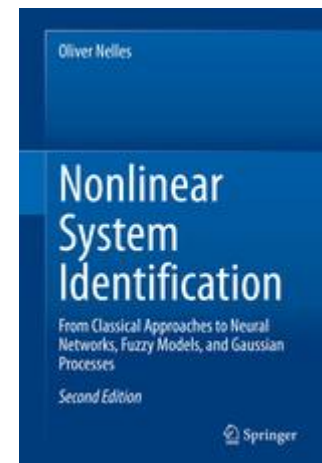
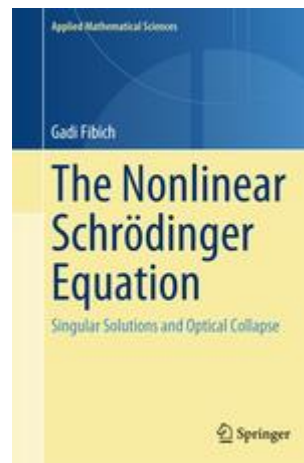
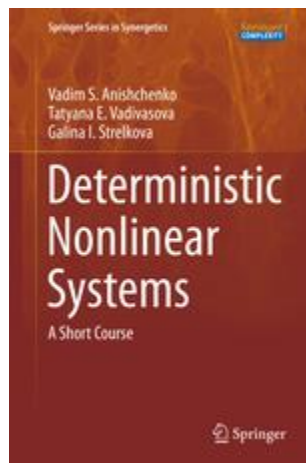
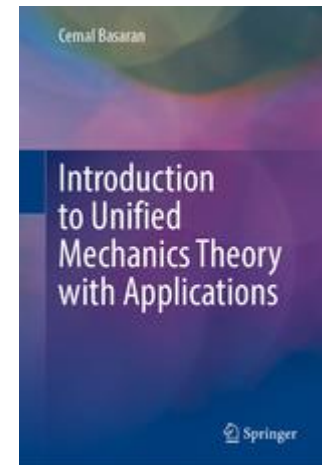
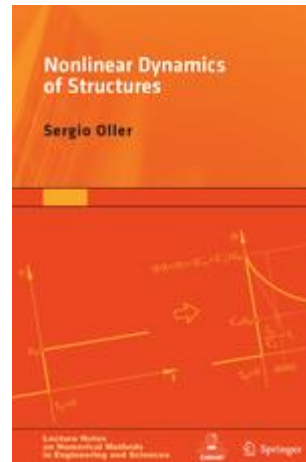
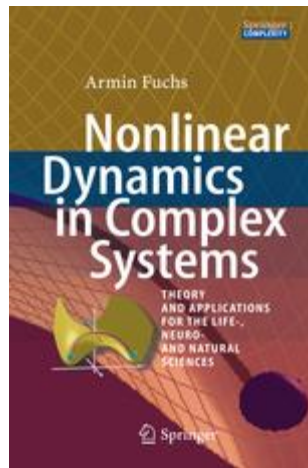
WHY: You & Springer Share Common Goals in Dissemination of Content

- Reaching Common Target Audience
 - Researchers, Educators (students) & Practitioners Globally
- Reaching Common Target Market(s) and Segment(s)
 - The structure of your organization(s) reflect many of Springer's targeted market segments
- Common "Content of Interest"
 - Your work already creates content that can lead easily to publishing books

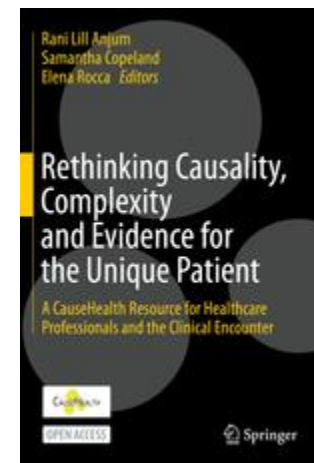
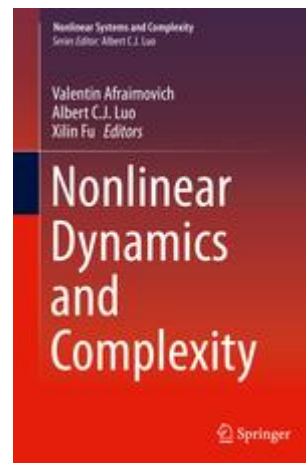
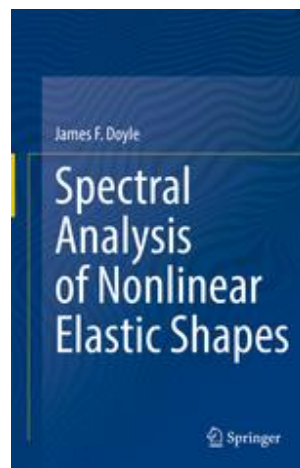
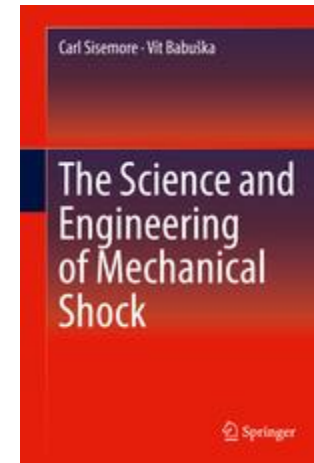
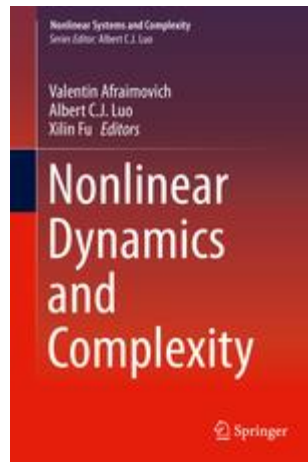
WHAT: Various product-types needed

- ❖ Textbooks
- ❖ Professional Books
- Research/Reference Monographs
 - Authored
 - Edited
 - Thesis-based
- Reference Works
- Springer Briefs/Open Access Books

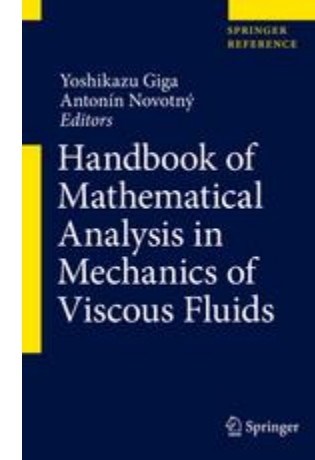
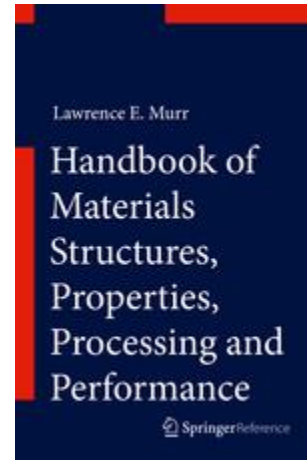
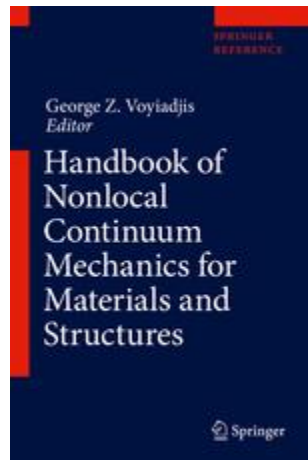
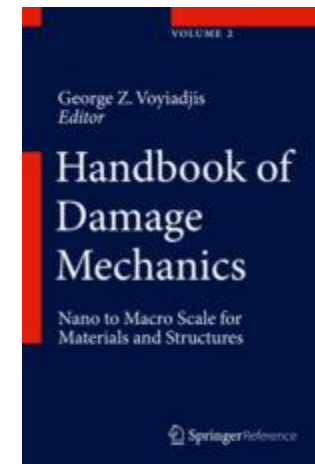
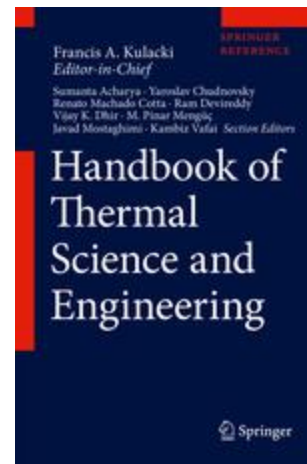
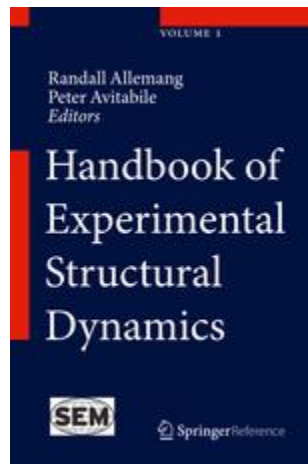
Textbooks “legacy content,” graduate & undergraduate (all images link to books on [springer.com](https://www.springer.com))



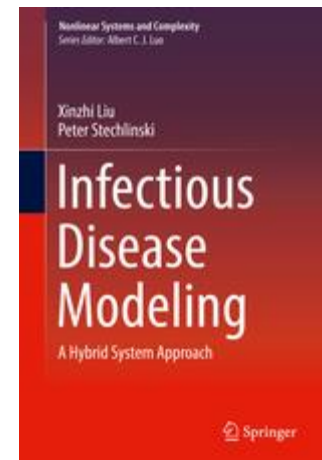
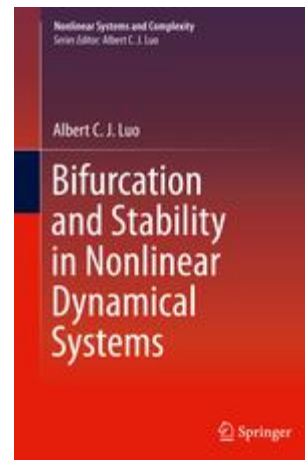
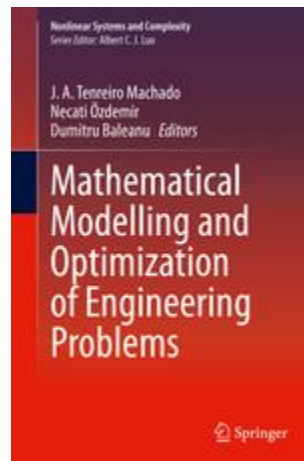
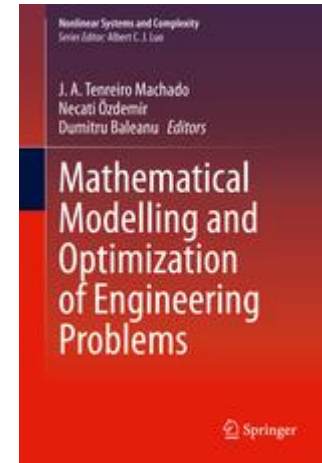
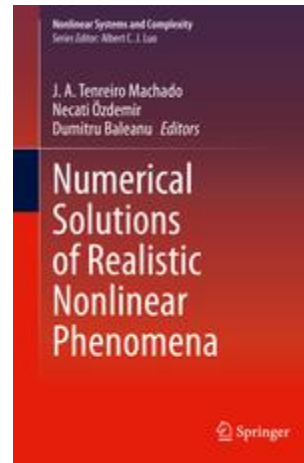
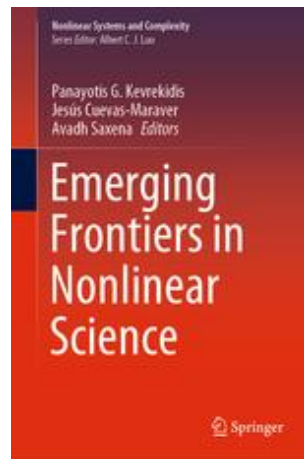
Professional Books: procedural expertise, best practice, advanced techniques



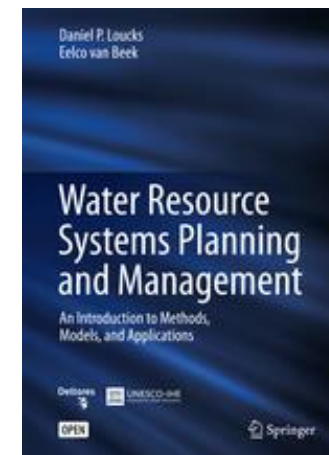
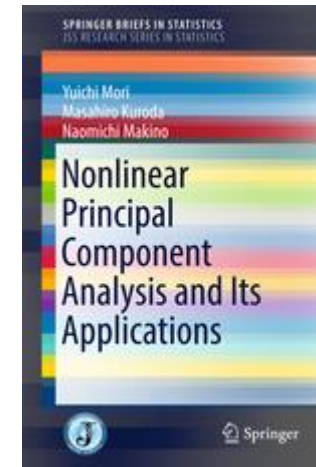
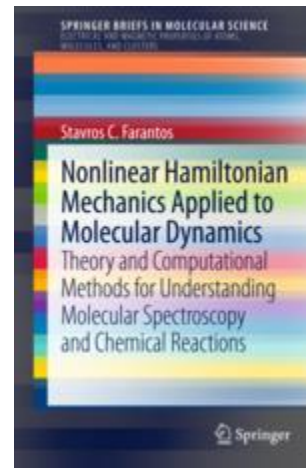
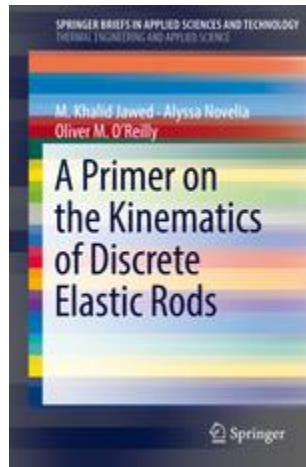
Springer Living Reference Works



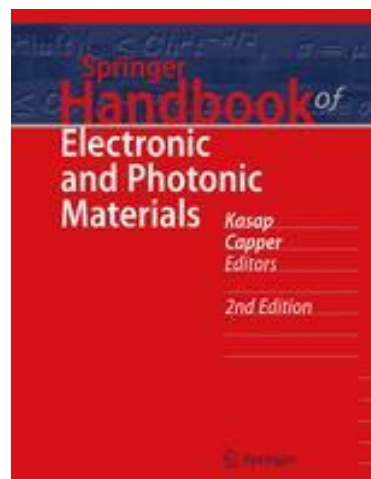
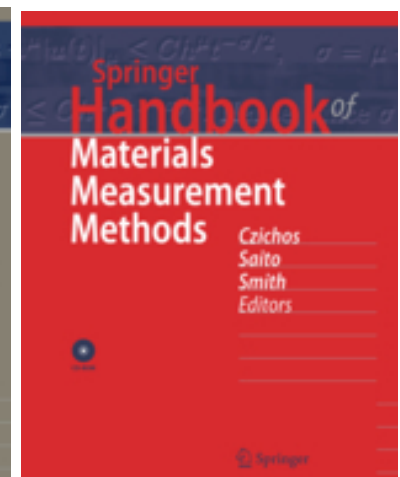
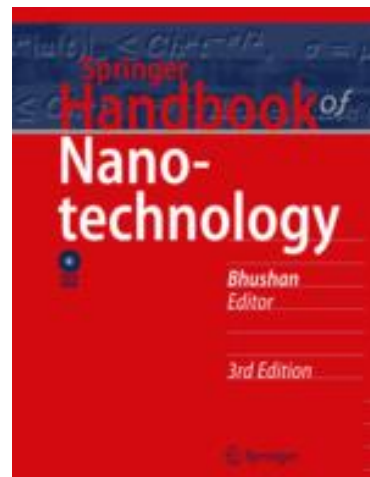
Critical Research Monographs



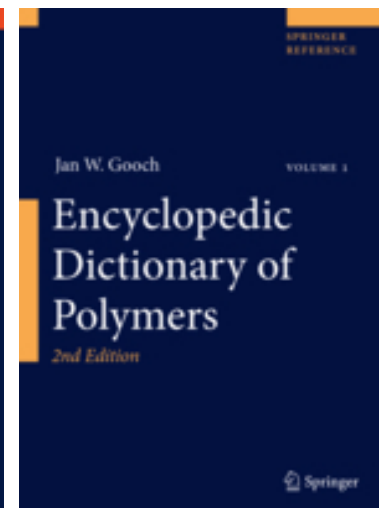
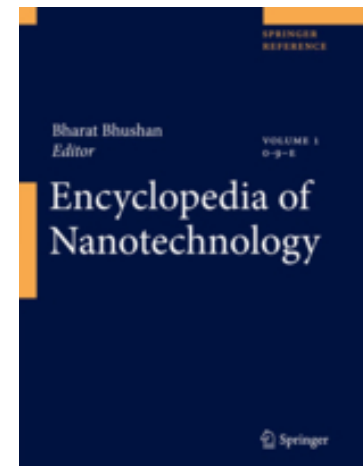
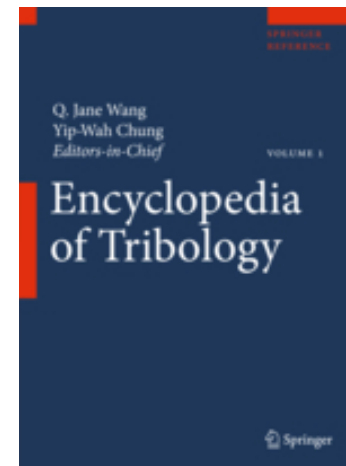
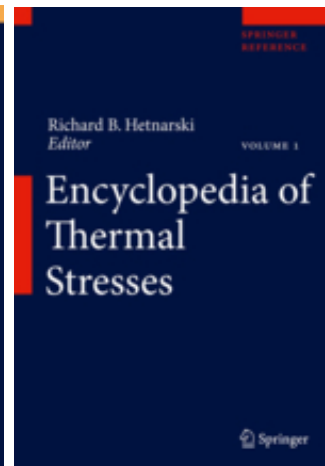
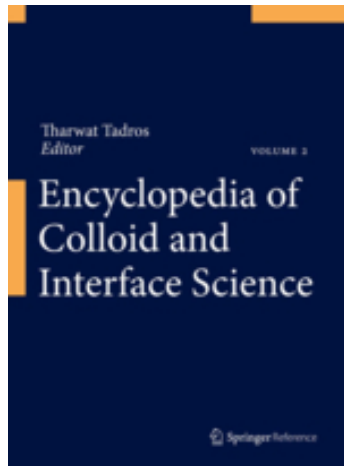
SpringerBriefs and Open Access Books



Springer Handbooks



Encyclopedias



Teaching/Research Facilitating Book Publishing

- Ongoing Teaching/Research Leads to Content Creation, e. g.,
 - Course notes
 - Journal Articles
 - Conference Papers/Presentations/Tutorials
 - Internal White Papers
- Content can be Repurposed for Book Creation
 - Book content is broader and deeper
 - Books have a beginning, middle, and end

Cultivating Books from Existing Content

- Targeting the Widest Potential Audience
 - Journal articles, conference papers, etc. are length limited
 - Books are length “as needed”
 - Articles and papers assume more of the reader
 - Books provide more background, analysis, application, and outlook

Cultivating Books from Existing Content

- Creating the Beginning, Middle, and End
 - Articles: like an “elevator-conversation”—time limited, but with specific goal
 - Books: like an intensive, multi-day short-course
 - Papers can become chapters
 - Sections of papers can become chapters
 - Substantial introduction/motivation added
 - Examples, applications, case-studies added
 - “Glue” added to tie together and achieve overall goals of information dissemination

Cultivating Textbooks from Need

- Best authors tend to be best teachers
 - Faculty need content to teach according to preference
- Establishing a market/niche is possible
 - “have it your way”
- Follow “passion”
 - It’s a significant effort
- Use building-block approach
 - Print-on-Demand enabled; early revision

Working with Springer is Easy

- Create a SIMPLE Book Proposal
 - Proposal template available; abstract and key features will suffice
 - Evaluation/approval, contract offered in days
- Create a Quality Manuscript
 - Focus on creating good content and working with your co-authors to do the same
- Springer Does the Rest
 - Full-service production includes copy-editing, page-layout and publication in print and electronic forms

Springer Does the Rest

- Full service production
 - Copy editing, page layout, proofing by authors, Index creation (if necessary)
 - Publication in electronic and print formats
 - 65 day workflow
 - 16 week workflow
- Full-text .xml encapsulation
 - Every word searchable; discovery optimized
 - E-books enabled with “E-file”
- Print-on-Demand
 - POD vendors globally, both b/w and color



Springer

Springer's “E” business model

- One product: electronic database of content: SpringerLink
 - over 200,000 books; 3000 journals
 - +13,000 (books)/year
 - owned by over 15,000 institutions
 - full access for everyone in I.P. range
 - High visibility for your work
 - Search engines, “SEO”, DOI/linking
- E-book readers enabled
 - E-file enabled e-book vendors' proprietary platforms
- Printed books as needed via POD
 - 72-hour transaction from order to ship-direct

Print-on-Demand: good news for product developers (authors/editors)

- Enables E-book strategy
 - Valuable content adds value to the database
 - Printing equals demand (exactly)
 - Printed version full-color
- Zero Inventory enables flexible publishing tactics
 - Easier decisions regarding revised editions
 - Faster revisions enables “flag in sand” or “low-hanging fruit” tactics
 - Open to highly specialized/esoteric topics

Working with Springer is Fulfilling

- Support from Experienced Editorial Staff
 - Always available throughout development of your manuscript
- Quality Production Values
 - An end result that will showcase your work
- Global Dissemination in Print and Electronic Forms (Open Access, if needed)
 - Wherever there is an audience for your content, including language translations in key markets

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- XML encapsulation of entire manuscript, improving SEO and interoperability across platforms
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- Immediate availability globally in print and eBook formats (Open Access, if needed)
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How to Begin...

- Contact: Michael Luby
- Senior Publishing Editor
 - michael.luby@springer.com