

Publishing Academic Books with International Publishers

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Tehran University of Medical Sciences



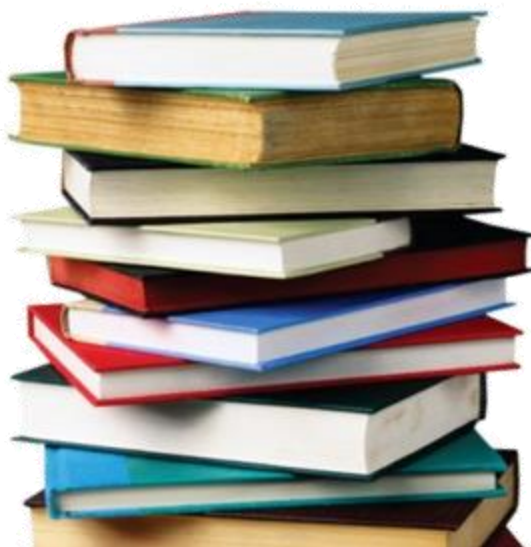
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Academic publishing



Publishing

Academic publishing

Academic research
and scholarship

Journal
articles

Books

Thesis



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و آموزش پزشکی
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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

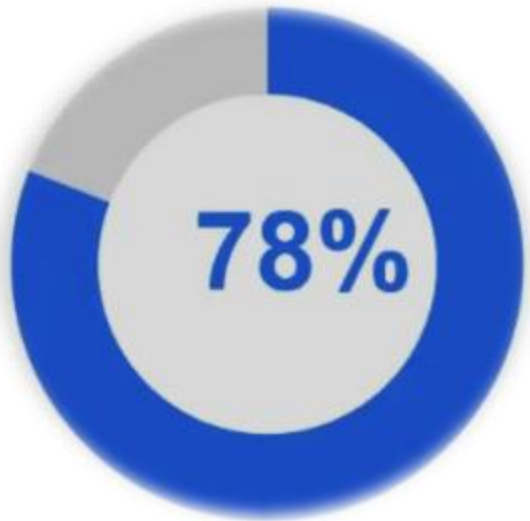


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Interdisciplinary research



78% do interdisciplinary research



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



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Why should I publish a book



- **Promotion** in your career
- Building your **reputation** and fasten your scientific position

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



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Academic Publishers Rankings

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

*Top 10
academic
publishers 2021*



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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



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SENSE Rankings

(every year since 2006)



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

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".



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SENSE Rankings



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

top-ranked (A) publishers

1. Cambridge University Press
2. Columbia University Press
3. Harvard University Press
4. John's Hopkins University Press
5. MIT Press Cambridge,
Massachusetts
6. Oxford University Press
7. Princeton University Press
8. Stanford University Press
9. University of Chicago Press
10. Yale University Press

top-ranked (B) publishers

1. Academic Press London / Oxford
2. Allen and Unwin
3. American Chemical Society (ACS)
4. Ashgate/Avebury
5. Aspen
6. Australian National University
Press
7. Basic Books, Inc.
8. Berg, Oxford
9. Blackwell
10. Brill



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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



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طبی، آموزش علوم بهداشتی کشور
کودکستان، زنان و خانواده



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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



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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).



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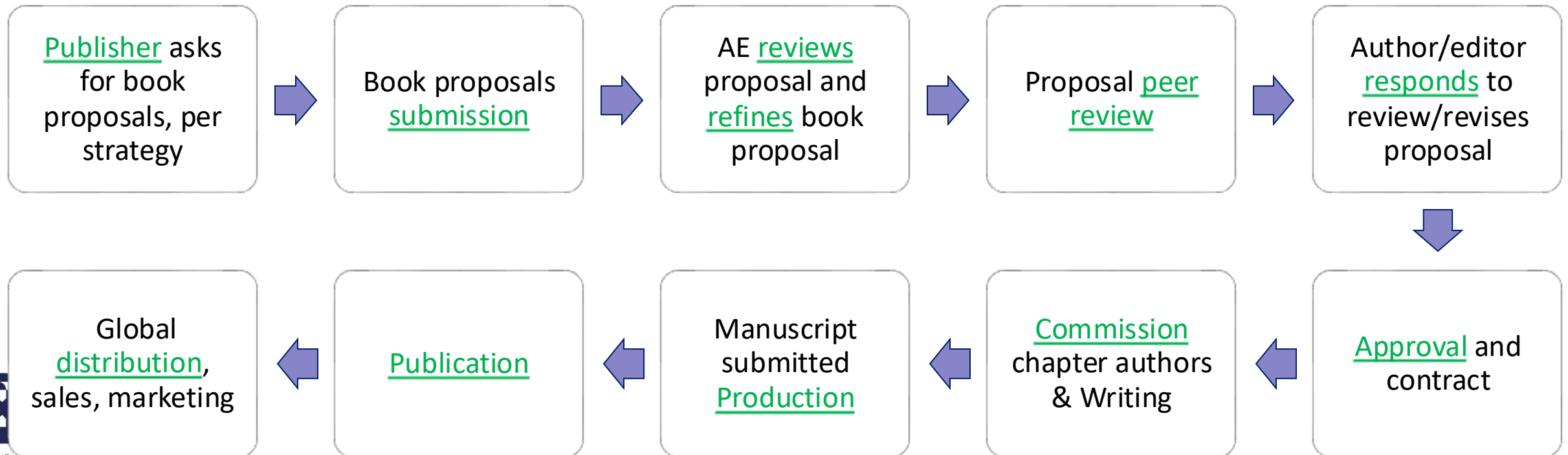
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End-to-End Overview Book Publishing Process



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



TITLE AND AUTHOR INFORMATION



SUBJECT



COMPETITION



MANUSCRIPT INFORMATION



SALES & MARKETING



AUTHOR'S PREVIOUS WORKS



REVIEWERS



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طیط ططی آفرین علوم بهداشتی کشور
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Submitting your Book proposal

- Download and fill out the [proposal](https://www.elsevier.com/researcher/author/book-author) (<https://www.elsevier.com/researcher/author/book-author>)
- 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

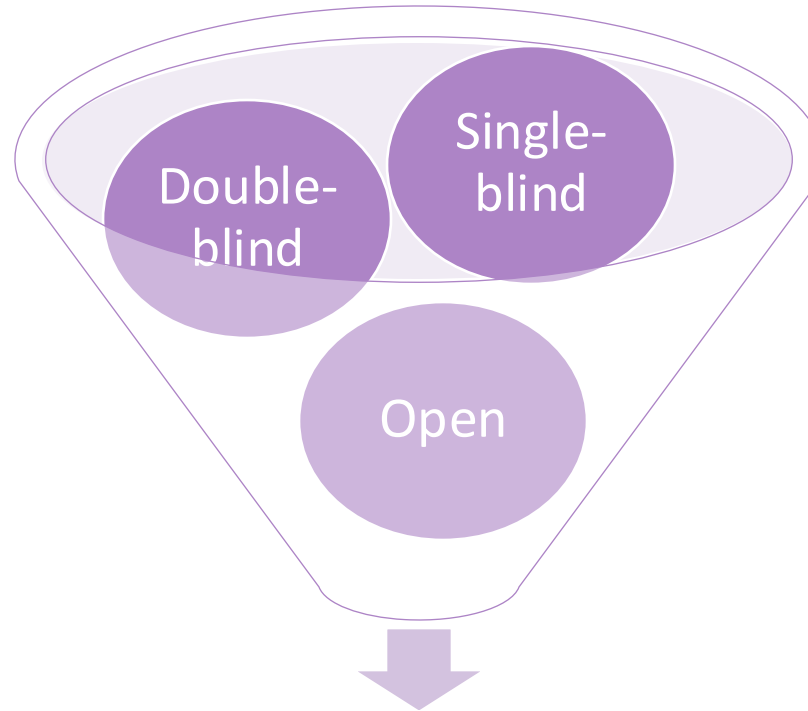
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NEW BOOK PROPOSAL FORM

TITLE AND AUTHOR INFORMATION
Proposed book title:
Author/ Editor's full name and short (1-2 paragraphs) biography indicating why you are the right author/editor to undertake this project:
Position and affiliation:
Permanent full mailing address:
Telephone: Email address:
Please name co-author(s) or tentative contributors and their affiliations, if any:

peer review

- Elsevier staff evaluation
- Selected external reviewers



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The Book Proposal process



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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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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

- written/electronic permissions for any third-party images, figures, tables, boxes, schemes
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	Project ID / Publication Name	Permission Status (Mandatory)	Chapter Title	Elsevier Author Name	Item ID (mandatory)	Previous Edition Item ID	PII/ID	Caption Title	Source (mandatory)	Source Chapter	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											
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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**



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مطابق با استانداردهای بین‌المللی
گزارش‌دهی و پایش‌های علمی



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Challenges, opportunities, and future perspectives

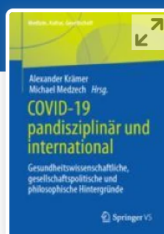
Amirhossein Takian^{1,2,3}, Hajar Haghighi^{1,a}, Azam Raoofi^{1,a}

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 timely response to pandemics.
- Cooperation and partnership must be at the pandemic and achieve a peaceful world and built upon solidarity, cohesion, and
- Health is the precondition, outcome, and it has an inevitable relationship with aspects of human life.



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

16.1 Introduction

The emergence of COVID-19 in Hubei province became a great shock and the worst challenge including in health care systems, economic roughly 223 countries.¹ From 1918, when the emergence of COVID-19, the world widespread pandemic. Although there are between the two outbreaks, COVID-19 is than influenza.² The COVID-19 outbreak emergency and its global impact have caused

^a These two authors have contributed equally to this work, ordered alphabetically.

Environmental Management of COVID-19
ISBN 978-0-323-85780-2
<https://doi.org/10.1016/B978-0-323-85780-2.00011-1>

[Home](#) > [Covid-19 pandisziplinär und international](#) > Chapter

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

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

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

100 Accesses

Part of the [Medizin, Kultur, Gesellschaft](#) book series (MKG)

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 (SDG 3.8)

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

^aDepartment of Health Management, Policy & Economics, School of Public Health, Tehran University of Medical Sciences (TUMS), Tehran, Iran; ^cHealth Equity Research Center (HERC), 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, impeding the pathways toward Sustainable Development Goals (SDGs) in all settings. The rapid spread of COVID-19 has led to widespread noncommunicable diseases (NCD) mortality rate reduction and long-term consequences for patients.

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

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

Resilience of the health systems in many countries is a testament to UHC's fundamental role in achieving health equity in all societies.



