



THE ACADEMIC *Author*

FOR CREATORS OF ACADEMIC INTELLECTUAL PROPERTY

SPRING 2016

Textbook & Academic Authors Association • 2016:2

Tips of the trade: Publishing an academic book

To have a successful career, faculty members must publish books or articles in keeping with their institution's expectations. Unfortunately, many have received little training on navigating the publishing process. In a TAA webinar entitled "Ask the Editors: What Publishers Want and Why", Dr. Julia Kostova, Senior Acquisitions Editor at Oxford University Press, and Patrick H. Alexander, Director of The Pennsylvania State University Press, provided strategies to help academic writers get published. The pair focused on the following four topics: identifying and approaching a publisher, writing a successful book proposal, turning a dissertation into a book, and publicizing your own work.

Here is a brief summation of Kostova's and Alexander's presentation:

Identifying and approaching a publisher

When thinking about tenure goals, you need to have a plan, be prepared, and maintain a sense of schedule and time throughout the entire process. In terms of getting published, this translates to being mindful of how much time you have to approach a publisher and when and where that fits within your tenure and promotion schedule.

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QUOTE or *Paraphrase?*

Three tips from a pro

By Katie Van Heest, Ph.D.

It's a pity when surface problems scuttle otherwise strong scholarship. As an academic editor, I've noticed that poorly handled quotations are particularly damning. Inelegant use of prior scholarship can give the impression that a writer is unsophisticated, or even amateur.

Naturally, research does involve mining books and articles to inform our own arguments, which are ideally novel and substantial but still reference that prior work. Often there may be temptation to repurpose existing literature that seems to say exactly what needs to be said in order to get to ideas that are original. It can certainly be difficult to think around the particular ways in which influential scholars have formulated cornerstone concepts.

Because quoting prior scholarship is so integral to most academic disciplines, it pervades the research process. Material recorded verbatim in the information-gathering stage can find its way into manuscripts. Drafting can sometimes even start

with a skeleton of quotes germane to a topic; new writing is then added as connective tissue pulling it all together. Here's what that method looks like:

"quotation" + enough original material to get to the next point + "another quotation"

And then there's the quote-sandwich technique we all learned in college:

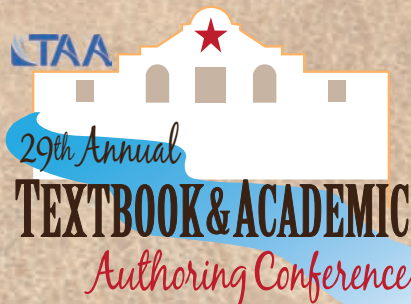
short introduction + "quotation" + brief explanation (often quickly followed by another quote sandwich)

I've noticed that these "quote quilt" approaches are favored by graduate students and scholars writing their first manuscripts, which tend to grow out of their dissertations.

But despite its associations with student work, I wouldn't say that stitching quotations together is a strictly verboten scholarly drafting method. Using quotations to anchor an argument can be an expeditious way of putting research together.

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TAA's Conference is fast approaching!



**June 24-25, 2016
San Antonio, Texas**

TAAonline.net/2016-conference

Get inspired: Participate in a wide variety of academic and textbook authoring sessions and roundtables.

Get connected: Network with fellow academic authors and industry experts.

Sign up for one-on-one mentoring: Mentoring sessions available with veteran authors, intellectual property attorneys, and publishing industry experts.

Register Today!

TAAonline.net/2016-conference

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Vice President's Message

I am excited for TAA's upcoming 29th Annual Conference this June! In just a few short months I will join fellow textbook and academic authors at the Hotel Contessa in San Antonio for two full days of connecting, collaborating and being inspired by fellow TAA members. This will be my fourth conference since joining TAA in 2012.

Last year at the conference I shared with some colleagues what TAA means to me, and how being a part of TAA has advanced my writing career and helped me to become more successful. I compared my experience, prior to joining TAA, as being born with three eyes. While having three eyes could be a positive attribute, I felt isolated, misunderstood, underrepresented. Different. As a textbook and academic author in a community college in Alabama, I had no method of connecting with other authors.

But when I walked into my first TAA conference I discovered that it was like being in a room full of people with three eyes. How refreshing it was to be with people who spoke my language and understood my concerns and issues! Indeed, I had found a community of kindred spirits!

While there are a number of conferences available for those in my field of study, TAA's has become my top priority conference. TAA's conference delivers quality content, relevant workshops, and tremendous opportunities for networking.

As conference committee chairman, I am excited about the quality and quantity of sessions we will be offering this year. I predict that this year's conference will be the best ever!

I am registered and counting the days until June 23, when the evening networking reception will kick off the conference. Are you registered? If not, there is no better time than now. I shall look forward to seeing you there!

All the best... ■

— **Mike Kenamer**
Vice President/President Elect

The risk of leaving that structure intact through subsequent revisions, however, can have the effect of ceding command of the material to the sources. Quotation after quotation can start to eat away at what editors call the authorial voice. Readers' trust in the author as an expert will be squandered.

Alternatively, when writers trust themselves, they can express the knowledge their fields accrete without heavy reliance on quotations. In doing so, they optimize both the integrity of the writing and the reader's experience. In many respects, these two concerns are one and the same.

Tip 1: Justify every quotation.

When editing, I tend to flag underwhelming quotations and instruct my clients to paraphrase them. Writers have to be ready to justify every quotation that remains in their manuscripts.

That's the litmus test. If an author can't speak to why the material in question has to be replicated verbatim, my professional opinion is that it should be paraphrased instead. Or, if paraphrasing feels like too much energy for too little return, the quotation should likely be removed entirely.

Tip 2: Determine the material's purpose.

How do you know whether a quotation is justifiable? As you revise your drafts, and scrutinize your use of sources, ask yourself the following questions:

- a) Is the passage a statement of fact?
- b) Is the excerpt from a secondary source but not exceedingly well phrased?
- c) Do I just not feel like saying something myself?
- d) If I'm honest, am I hoping that the source's aura of credibility will rub off on my work?

Quote only when you answered no to all the questions above and when one of the following conditions is satisfied:

- a) The selection is from a primary source and is parsed in a critical (as in text-critical) way.
- b) The snippet is from a secondary source and is so erudite, so jaw-droppingly well said, that you would be remiss to convey the idea in any other way.

It should go without saying that ninety-nine percent of quotations need to be unpacked. The remaining one percent are those inserted for punchy rhetorical effect, where explanation would take away from their impact. Don't let quotations transition for you, and don't let them speak for you. Corral them; marshal them; deploy them in service of your argument.

I'm not saying that you should masticate other authors' arguments and pass them off as your own. All I mean is that you should be putting other thinkers into conversation with one another in a way that's entirely yours.

Tip 3: Know that effective use of source material is a mark of integrity and quality.

The advantages of using this method to justify the quotations in your writing are several:

- a) You, the author, remain in control of the argument.
- b) In forcing yourself to justify salient passages from other literature, you improve your own grasp of the material.
- c) The writing is tighter, with fewer tangents and better focus.
- d) The work is more readable and has improved flow.
- e) The manuscript is likely shorter.
- f) Your readers will assume you are more senior in your field, since an overreliance on quoted material is a tic commonly (and often intuitively) associated with student writing.

Being rigorously discerning in your use of quotations benefits your readers, enhances your field, and boosts your professional standing. Any habit that can do all that and also make the work more fulfilling for the writer is worthwhile. ■



Through her practice, Tweed Editing, Katie Van Heest refines scholarship so that research makes its mark within the academy and beyond. Her services are retained by professors, independent researchers, and advanced graduate students, and she edits for university presses, research centers, and scholarly societies. Article originally published at <http://tweedediting.com/>

TAA once again stands up for authors in Google Books case



By Steve Gillen, Attorney, Wood Heron & Evans

More than a decade ago, in 2004, Google initiated a program, in concert with several university and large public libraries, to scan and digitize the entire contents of millions of books without regard to whether they were or were not still under copyright, ultimately making complete digital copies of more than 20 million books. Google's goal was to expand its search business to include print works as well as online works. It spent hundreds of millions of dollars on this project, suggesting what Google believed to be its commercial potential.

Google claimed that its exploitation of these books without the permission of the copyright owner was justifiable as a fair use because when it returned material from them in response to a search request, it would only provide what it characterized as snippets of content.

In 2005, the Authors Guild filed a putative class action against Google on behalf of authors and alleging copyright infringement. In that same year, a group of publishers filed a similar case and the two cases were consolidated. Following protracted negotiations, all parties entered into a proposed settlement that would have permitted Google to continue its project in return for payments to authors and publishers. However, in 2011 the district court overseeing the settlement discussions rejected the proposed settlement as too generous to Google — saying that it would grant Google significant rights to exploit entire books and would deprive the copyright owners of the right to exclude others from using their property, a right the court deemed fundamental and beyond dispute.

In 2012, the publishers settled out of the case, leaving the Authors Guild to continue the fight on behalf of copyright holders. The district court certified the class and Google appealed.

In 2013, the Second Circuit declined to rule on the class certification issue and sent the case back to the district court for a decision on cross motions for summary judgment on the issues of infringement and fair use. In its decision, the appellate court hinted that it might look favorably on Google's fair use defense. Later that year, the district court, interestingly (and perhaps taking a cue from the Second Circuit decision), reversed course from the signals it had earlier sent and decided that Google's use qualified as a fair use. The Authors Guild appealed this decision to the Second Circuit and TAA coordinated the preparation and filing of an amicus brief supporting the position of the authors on the fair use question.

Last fall, the Second Circuit, true to its earlier hints, affirmed the decision of the district court and upheld Google's fair use defense. The Authors Guild believes that this decision is incorrect — that it mischaracterizes Google's use as transformative, that it gives this characterization too much weight in relation to the other factors that must be considered in any fair use case, and that it was too heavily influenced by the social benefit that might be provided by an online searchable database operated by an enterprise that is clearly commercial.

Accordingly, the Authors Guild has petitioned the U.S. Supreme Court for a Writ of Certiorari to send the case up for reconsideration.

Once again, TAA is coordinating the preparation and filing of an amicus brief supporting in this instance the Author's Guild petition for certiorari. In this latest effort, TAA has joined with other prominent author-focused professional associations to support the interest of authors in guarding against expansion of the fair use right in unreasonable derogation of the rights of copyright holders to control the commercial use of their copyrighted works and to be the ultimate determiners of when and if their print works will be converted into easily exploited digital formats. In its petition, TAA expects to argue for broad protection of academic and scholarly works as highly creative and expressive, notwithstanding the fact that they also convey trustworthy factual information and merit worthy ideas. It will also argue that a perceived public demand or social good cannot by itself justify a judicial expansion of historical and legislative notions of fair use. TAA will argue that the court should give more weight to the fact that Google scanned the entirety of the books in question and distributed digital copies of those books back to libraries that otherwise would not have been permitted to scan them. And finally, TAA will push back on the notion that because Google only returns snippets in response to search requests this action does not have a negative impact on the value of the underlying works and that, in fact, scholarly and academic works among those at issue are especially sensitive to displaced sales and licensing revenue because of the slender margins on which they depend.

It is worth noting that not all authors are of one mind on the issues presented here. Some — those who are intensive users of the copyrighted works of others — are inclined to favor broadening of digital access to all published works. TAA recognizes that many of its members may be in this camp, but points out that TAA is not taking a position against digital access; instead it is only contending that there is no more reason that digital aggregation and access should be free than that researchers should have the right to demand print copies at no charge simply because they propose to use them for scholarly or academic purposes. Moreover, the perspective of those favoring a broadening of fair use access is ably represented in the case by well regarded members of that camp like Pam Samuelson.

Keep your fingers crossed. The Authors Guild, with the support of TAA and other like-minded professional associations, has a formidable opponent with very deep pockets and highly skilled advocates. Let us hope that the Supreme Court takes an interest in the issue and is ultimately sympathetic to the cause of authors and copyright holders. ■



Steve Gillen is a lawyer and partner in the intellectual property firm of Wood Herron & Evans and has focused his practice on publishing and media matters for more than 35 years. He is a TAA Council Member and a regular speaker at TAA conferences.
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Tips of the trade: Publishing an academic book *continued from page 1*

Start your plan by identifying and focusing on the kinds of publications and the publishers that will carry the most weight for your career. Your department may or may not document this information, but ultimately it is up to you to find out what is of value in your discipline and to your department and then focus on finding the right medium.

Once you have identified the publisher that is the best match for your work and your career goals, check the publisher's website to find out exactly how they want a manuscript to look and tailor your submission to those guidelines. Although most publishers follow a similar format for prospectus submissions, there are details that are unique to a particular press, and it is those details that can impact the success or failure of your submission.

Finally, keep in mind that publishers will be assessing certain qualities about you as a person in addition to your work. For example, publishers take into consideration whether a prospective author appears to be someone they can easily work with, who is a careful researcher and writer.

Writing a book proposal

Authors need to find a way to make their work and themselves stand out in their proposals. Publishers are looking for proposals that match the editorial direction of the publisher's program, so be sure to state clearly why your proposal belongs with a certain publisher.

Make sure the prospectus you submit includes the following:

1) Project description (or abstract) to summarize the project. This is a very significant part of the proposal and must be very polished as it is the first thing the publisher will see. Unlike a journal abstract, which tends to be very specialized, an abstract for a book proposal should be written so that even a non-expert can easily understand it. Emphasize the significance of the project, connecting the implications of your research to timely issues if possible, and clarify the fit with the particular publisher you chose to approach. Your writing should be accessible, comprehensible, and error-free.

2) Outline and a draft of the table of contents.

3) Discussion of related works as well as a description of how your work fits in the intellectual conversation.

4) Assessment of the audience and market.

In your assessment, it is very important to be realistic about who the readers for such a book would be. Consider the size of the field, the direction in which the field is evolving, and any courses that might be emerging in your field in which your book could be incorporated into the syllabi.

5) Specifications. Include information about the length of your manuscript and any information about necessary illustrations and formatting so the publisher can confirm it is able to work with you and prepared to take on the project.

Turning a dissertation into a book

Although in the past dissertations were the first book of many scholars, turning a dissertation into a book requires a special and often difficult approach. Before engaging in this process, authors should carefully consider whether or not to pursue this possibility.

The first challenge stems from the fact that dissertations are quite different from books. For example, dissertations highlight methodology over argument, have a narrow scope and significance, are cautious and committee-focused, are written for a very knowledgeable audience, display notes and bibliography prominently to show the author's knowledge, are read only by experts, and often downplay the importance of style.

In contrast, books focus on argument over methodology, have a much wider scope and significance, have a direct writing style, contain little to no jargon and fewer notes, are read by both specialists and laypeople, and must conform to style specifications.

These differences mean that turning a dissertation into a book requires switching genres, which can be difficult and time consuming for both the author and the publisher.

In addition, the market for scholarly monographs has shrunk dramatically in the last five years. Dissertations are often freely available in institutional repositories and are less marketable as revised books. In today's market, revised dissertations from high-status schools have a better chance of being accepted.

Publicizing your work

The days when you just hand in your manuscript and forget about it until the reviews



Dr. Julia Kostova, Senior Acquisitions Editor at Oxford University Press, and Patrick H. Alexander, Director of The Pennsylvania State University Press

start rolling in are gone. Publishers expect to collaborate extensively with authors to publicize their work.

Once a book is finished, it's time to start spreading the word. Publicity on the publisher's end usually involves advance review copies, mailings, and outreach through traditional media, events, and conferences.

A key way that you as an author can help promote your own book is to increase your visibility, both off- and online. This means being an active voice for your topic and becoming one of the most visible experts in that field through going to conferences, giving talks or lectures, participating in face-to-face and virtual events, connecting with people about your research, and writing posts on relevant forums and blogs. It also means building your online platform by having an effective Amazon author page, keeping your faculty page up to date, and tailoring your social media profiles to showcase your work.

Being active in one's discipline does not always come easily to scholars who may be more introverted, but it's extremely important to become involved in your discipline because publishing is inherently social. It may not always feel comfortable for you to post something on social media about your forthcoming book, but it will be helpful.

Being actively involved in your discipline can also help forge relationships with publishers, and help you build even more connections in the publishing realm. Since many people in the publishing world have contacts at other publishing houses and want to help authors succeed, publishers sometimes pass along projects that don't quite fit their list to other editors. This increases your odds of finding a forum for your work. This is more likely to happen if you have worked to elevate your profile in your field and taken the time to develop relationships with publishers. ■

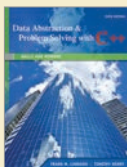
Congratulations to TAA's 2016 textbook award winners

TAA has announced its 2016 textbook award winners. Seventeen awards were given in total. Three textbooks received 2016 William Holmes McGuffey Longevity Awards, six textbooks received 2016 Textbook

Excellence Awards, and eight textbooks received 2016 Most Promising New Textbook Awards. The awards will be presented during an awards reception at TAA's annual conference in San Antonio, TX, June 25, 2016.

2016 McGuffey Longevity Award Winners

(College)



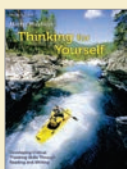
Data Abstractions & Problem Solving with C++: Walls and Mirrors 6th ed.

By Frank Carrano and Timothy Henry
Published by Pearson
College: Computer Science, Engineering

Leadership, Theory and Practice 7th ed.

By Peter G. Northouse
Published by SAGE

College: Accounting, Business, Economics

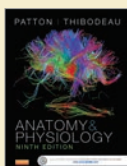


Thinking for Yourself 9th ed.

By Marlys Mayfield
Published by Cengage Learning
College: Humanities, Education, and Social Sciences

2016 Textbook Excellence Award Winners

(College)



Anatomy & Physiology 9th ed.

By Kevin Patton and Gary A. Thibodeau
Published by Elsevier
College: Life Sciences

Biotechnology 2nd ed.

By David P. Clark and Nanette J. Pazdernik
Published by Elsevier
College: Life Sciences



Computer Organization and Architecture 10th ed.

By William Stallings
Published by Pearson
College: Computer Science, Engineering

Precalculus: Real Mathematics, Real People 7th ed.

By Ron Larson
Published by Cengage Learning
College: Mathematics, Statistics



Top Notch: English for Today's World (Series) 3rd ed.

By Joan Saslow and Allen Ascher
Published by Pearson
College: Languages and Literature

2016 Textbook Excellence Award Winners

(El-Hi)

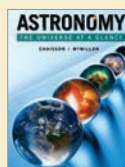


Big Ideas Math: A Bridge to Success Middle and High School Series 1st ed.

By Ron Larson and Laurie Boswell
Published by Big Ideas Learning, LLC
El-Hi: Mathematics, Statistics

2016 Most Promising New Textbook Award Winners

(College)

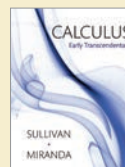


Astronomy: The Universe at a Glance 1st ed.

By Eric Chaisson and Steven McMillan
Published by Pearson
College: Physical Sciences

Calculus 1st ed.

By Michael Sullivan and Kathleen Miranda
Published by Macmillan Higher Education
College: Mathematics, Statistics



College Physics 1st ed.

By Eugenia Etkina, Michael Gentile and Alan Van Heuvelen
Published by Pearson
College: Physical Sciences

Engineering Applications in Sustainable Design and Development 1st ed.

By Bradley Striebig, Adebayo A. Ogundipe and Maria Papadakis
Published by Cengage Learning
College: Computer Science, Engineering



Engineering Software as a Service: An Agile Approach Using Cloud Computing 1st ed.

By Armando Fox and David Patterson
Published by Strawberry Canyon LLC
College: Computer Science, Engineering

Materials and Sustainable Development

1st ed.

By Michael F. Ashby
Published by Elsevier / Butterworth-Heinemann
College: Computer Science, Engineering

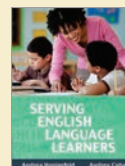


Pearson's Comprehensive Medical Coding: A Path to Success 1st ed.

By Lorraine M. Papazian-Boyce
Published by Pearson
College: Life Sciences

Serving English Language Learners 1st ed.

By Andrea Honigsfeld and Audrey Cohan
Published by Bridgepoint Education
College: Languages, Literature



For more award information visit: TAAonline.net/awards



TAA Blog *Buzz*: 8 Academic blogging Q&A's by veteran blogger Mark Leccese

Academic authors can reap many benefits from blogging, says Mark Leccese, author of *The Elements of Blogging: Expanding the Conversation of Journalism*, and the blog *The Elements of Blogging*, in his recent TAA webinar, "Blogging for Academics: A Journalist Turned Academic Offers Tips, Techniques, Inspiration and a Few Warnings". Here are 3 of the 8 questions Leccese answered during the webinar that illustrate not only the benefits of blogging, but how academics can best reap those benefits.

1) As an academic, what should I blog about?

Follow the rule of thirds. One-third of your posts should be related to your research, another one-third related to other research within your field that others are doing, and the last one-third about you—interests you have outside of academia, conferences you attended, life experiences, etc.

2) How can I find blogs that I want to guest blog for?

There are several ways you can go about this, but Leccese suggests using BlogSearchEngine.org. This site allows you to enter topics and keywords and, like Google, shows you a list of blogs that match those keywords. Once you find a blog, simply reach out to the author by email or utilize the comments section under one of their posts.

3) How often should I blog?

Weekly. The more posts you have the more likely you will be linked to by other bloggers and websites, thus increasing your chances of showing up in Google searches. Posting weekly also keeps your readers coming back to your blog frequently and shows new readers that your blog is up to date. To read the full article visit <http://bit.ly/1OMZCKN>

For more TAA blog news and how-to's visit blog.TAAonline.net



UPCOMING TAA WEBINARS

Go on the (virtual) road to promo your book

Wednesday, April 13, 3 - 4 p.m. ET

Presenter: **Janet Salmons**, an independent researcher, writer and consultant with Vision2Lead, Inc.

3 Essential steps to breaking your writing block

Thursday, April 21, 12-1 p.m. ET

Presenter: **Cassie Premo Steele, Ph.D.**, writing coach specializing in working with academics, and author of 13 books, most recently *Earth Joy Writing*

5 Ways to use your dissertation for publications

Wednesday, May 18, 3 - 4 p.m. ET

Presenter: **Janet Salmons**, an independent researcher, writer and consultant with Vision2Lead, Inc.

For more information and to register visit: TAAonline.net/webinars

New writing resource available for members!

Are you interested in improving your organization and boosting your productivity? Log on to TAA's website and check out our new Templates & Samples Resource Library. Browse this growing library of downloadable templates, worksheets, checklists and samples gathered from experienced textbook and academic authors and industry professionals to assist you with your own writing goals! Included in the resource library are:

Textbook Authoring

- Contacting Copyright Owner to Secure Permissions (with sample letter)
- Textbook Development Tracking Template
- Competitive Grid Template
- Project Tracking Whiteboard Template
- Author Questionnaire Sample
- Market Review Questionnaire Sample

Academic Authoring

- Writing Log
- Book Review Evaluation Checklist
- Writing Accountability Partner Check-Ins Template
- Grant Application Cover Sheet & Project Description Samples
- Statistical Writing Worksheet
- Research Program Formula

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It's almost here!

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Early registration ends May 1. Register today! TAAonline.net/2016-Conference

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