Overcoming the book:journal dichotomy

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For context: what are Cambridge Elements?

- Peer-reviewed
- Short: 20,000-30,000 words
- Fast: published within 12 weeks
- Strong quality assurance
- Impact and visibility for authors
- Digital-first
- Structured in focussed series with series editors
- Utility for readers
Getting the vision off the ground: challenges

- Getting series editors excited about an abstract concept
- Making it happen on top of existing day jobs
- Consistent vision vs different opportunities in different subject areas
# Workflow and systems: pros and cons

<table>
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<tr>
<th>Books</th>
<th>Journals</th>
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<tbody>
<tr>
<td>• BITS: better documentation</td>
<td>• JATS: more fluid</td>
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<tr>
<td>• Production staff familiarity</td>
<td>• ScholarOne integration</td>
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<td>• Better metadata recording &amp; release</td>
<td>• Digital tools already integrated (e.g. Overleaf &amp; Code Ocean)</td>
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<td>• Wider variety of digital outputs</td>
<td>• Better for LaTeX</td>
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<td>• Easier output to POD</td>
<td>• Faster turnaround times</td>
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<td>• Better QA of the digital product</td>
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Print and digital: the vision vs the reality
Sales models: what customers want

• Flexibility to buy individual titles, series, subject collections, or all Elements
• Perpetual access, unlimited usage, single PDF
• Annual advance order collections
• Individual Elements as POD and ebooks
• ISBNs and ISSNs

BUT...

Is it a journal or is it a book?
Lessons learned

- Smaller, more focussed group to get the vision off the ground?
- Don’t underestimate the challenges of a hybrid workflow
- Don’t underestimate the importance of print
- There is appetite for experimenting with new content types