

Cambridge Elements



Overcoming the book:journal dichotomy

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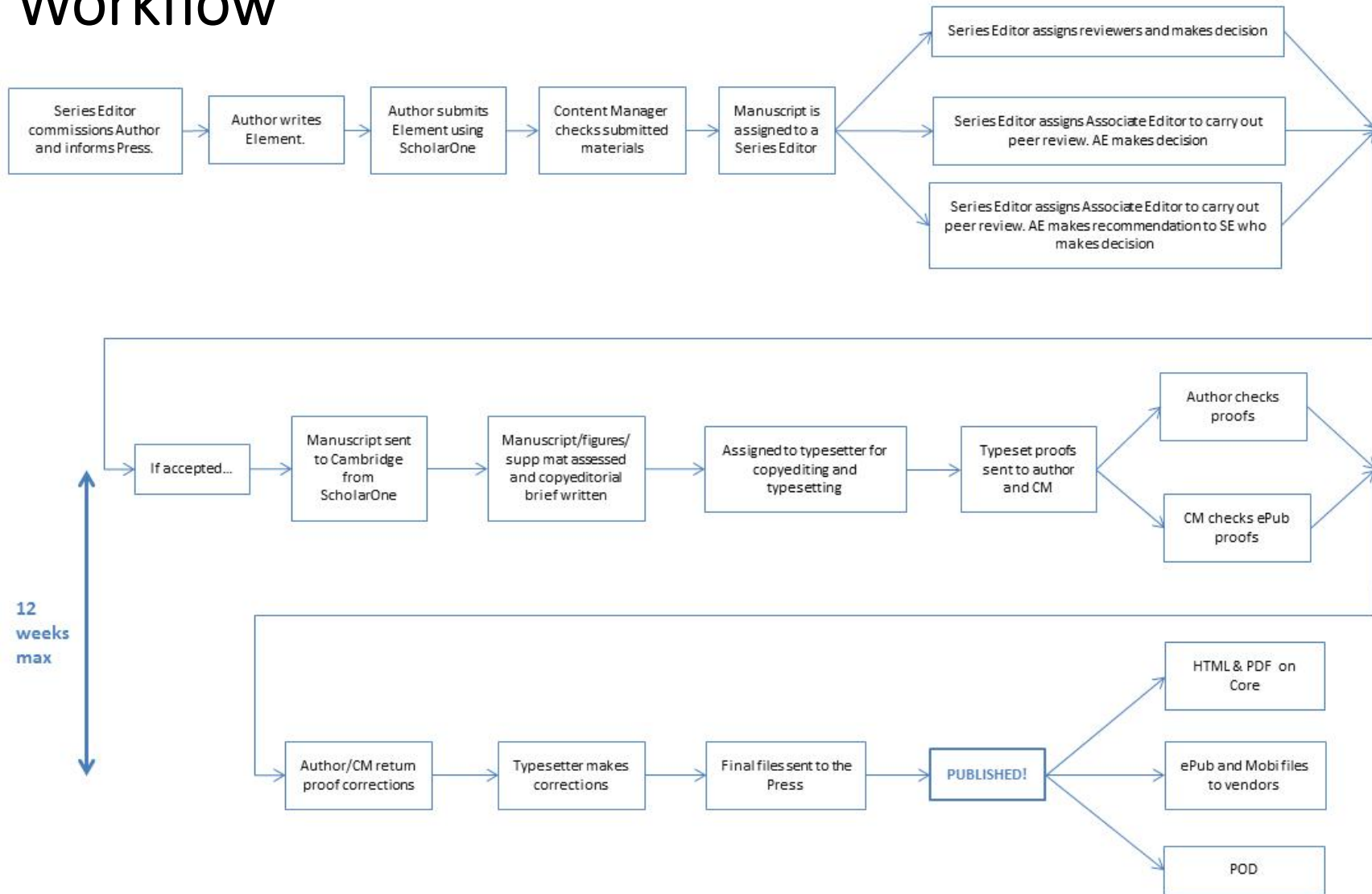
For context: what are Cambridge Elements?



Getting the vision off the ground: challenges



Workflow



Workflow and systems: pros and cons

Books

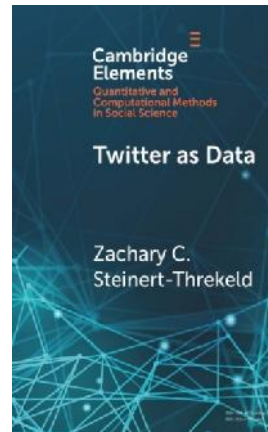
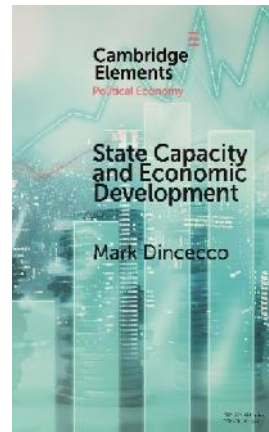
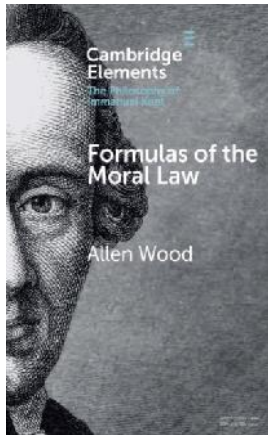
- BITS: better documentation
- Production staff familiarity
- Better metadata recording & release
- Wider variety of digital outputs
- Easier output to POD
- Better QA of the digital product

Journals

- JATS: more fluid
- ScholarOne integration
- Digital tools already integrated (e.g. Overleaf & Code Ocean)
- Better for LaTeX
- Faster turnaround times



Print and digital: the vision vs the reality

The screenshot shows the website header with "Elements Publishing and Book Culture" and a search bar. Below are two columns of text. The left column is for the Series Editor, Dr Samantha J. Rayner, and the right column is for the Associate Editor, Dr Rebecca E. Lyons. Both columns include a short biography and a list of members on the Advisory Board.

Series Editor: Dr Samantha J. Rayner

Samantha Rayner is a Reader in UCL's Dept of Information Studies. She is also Director of UCL's Centre for Publishing, co-Director of the Bloomsbury CHAPTER (Communication History, Authorship, Publishing, Textual Editing and Reading), a past Chair of the Association for Publishing Education, and was Principal Investigator on the Arts and Humanities Research Council/British Library Academic Book of the Future Project (see <https://academicbookfuture.org>). She is also co-editor of the Academic Book of the Future BOOC (Book as Open Online Content) with UCL Press, deputy editor for the journal of the International Arthurian Society, and teaches and researches publishing, bookselling and literary history, with a particular interest in Arthurian literature. Samantha is responsible for overseeing the development and organisation of this Elements series.

Advisory Board:


This Elements series will have its own Advisory Board, which will meet annually, and help guide and advise the Editors. The full list of confirmed members is as follows:

1. Simone Murray, Associate Professor (Monash University)
2. Claire Squires, Professor (University of Stirling)
3. Andrew Nash, Reader in Book History (Institute of English Studies, University of London) and Director of the London Rare Books School
4. Leslie Howsam, Distinguished University Professor Emerita (History) (University of Windsor) & Senior Research Fellow, Centre for Digital Humanities (Ryerson University)
5. David Finkelstein, Professor, The Centre for Open Learning (University of Edinburgh)

Associate Editor: Dr Rebecca E. Lyons

Rebecca Lyons is a Teaching Fellow at the University of Bristol, where she recently completed a PhD on Women Readers in the Fifteenth Century; she is also an experienced editor, and a growing expert on online academic publication (she is co-editor of the experimental BOOC, at UCL Press). She was the Research Associate on the AHRC / British Library Academic Book of the Future Project. She teaches and researches book and reading history, particularly female owners and readers of Arthurian literature in fifteenth- and sixteenth-century England, and also has research interests in digital academic publishing. She is especially interested in the production of modern editions and translations of medieval texts, and the effects of the digital on modern academic research and publishing. Rebecca is responsible for developing the online component of this Elements series, collecting content, editing and marketing.

Watch a video interview with series editors Samantha Rayner and Rebecca Lyons



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

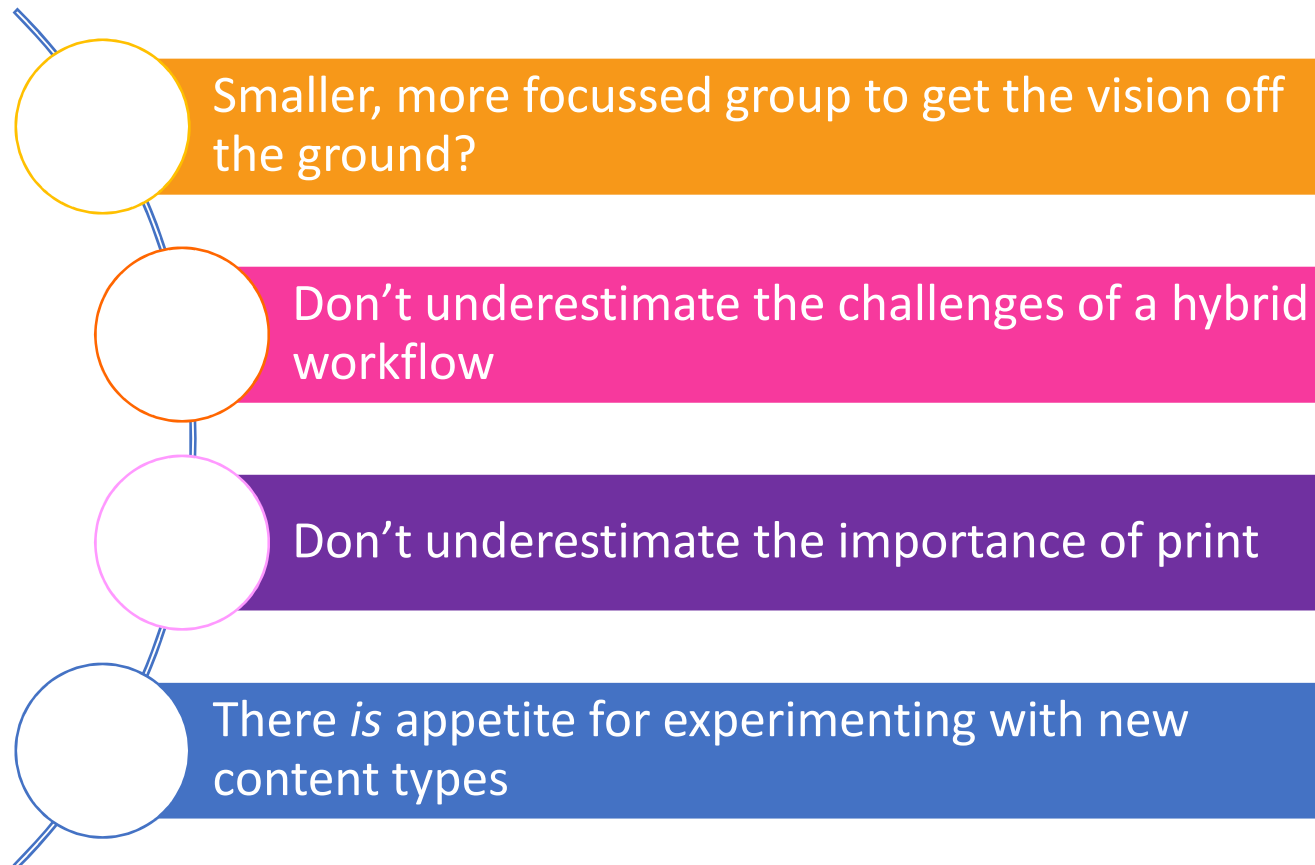
BUT...

Is it a journal
or is it a
book?

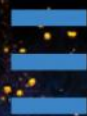


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Lessons learned



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