

Routledge - WIAS Seminar for Book Proposal “Scholarly Book Publishing for an International Audience”

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Outline

Guest	Ms. Christina Low <i>Commissioning Editor – Routledge Education, Psychology and Linguistics Books</i> Ms. Yongling Lam <i>Commissioning Editor – Routledge Economics and Business</i>
Date	November 22, 2013 (Friday) 11:00-14:15
Venue	Meeting room #2 on the 5th floor of 9th building, Waseda University
Program	11:00-12:00 Presentation (40min) and Q&A session (20min) Ms. Christina Low, <i>Routledge Commissioning Editor</i> “Scholarly Book Publishing for an International Audience” 12:00-13:00 Reception (reservation required) 13:15-14:15 Individual consultation (reservation required)
Language	English
Eligibility	Waseda Faculty and Doctoral students in the Humanities and Social Sciences
Organizer	Waseda Institute for Advanced Study, Waseda University
Supported	Research Promotion Division, Waseda University
Registration	Register your participation through online inquiry form, with writing "registration to Proposal Seminar". If you wish to participate in Reception and/or Individual consultation, please inform us upon your registration. Admission free
Inquiries	Waseda Institute for Advanced Study, Waseda University Inquiry Form https://secure02.red.shared-server.net/www.wias.jp/cgi-bin/contact_e/form.cgi

Abstract

Many people plan to publish a book. Getting the book written is one challenge. Getting it published by a suitable publisher who will get the book into the right markets is another. The market factor is something many authors may not consider very much and also something they can do very little about after their book is published. What then should authors consider in the publishing process in order to get their finished product into the right hands? This session will discuss these and practical elements of scholarly book publishing. Based on her interactions with authors, Christina will share with you some effective strategies that some successful and prolific authors adopt.

Guest's Bio - Ms. Christina Low -

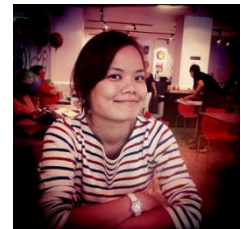
Christina Low is a Commissioning Editor of Education, Psychology and Linguistics books at Routledge/Taylor & Francis. She has been an editor with Taylor & Francis in Asia since 2007, initially working across all subject areas within the humanities and social sciences. Prior to her current position as a books commissioning editor, she has spent two years as a managing editor of science & technology journals.



Christina has worked in the education and publishing industries since 1992. As an editor, writer and publications officer, she has overseen the commissioning and production of books, journals, papers and newsletters at various organisations over the years. As an educator, she has taught in various schools, polytechnics and the SEAMEO-Regional Language Centre in Singapore.

Guest's Bio - Ms. Yongling Lam -

Yongling Lam is a Commissioning Editor of Economics and Business at Routledge/Taylor & Francis. She has been an editor with Taylor & Francis in Asia since 2009, initially working across all subject areas within the humanities and social sciences.



Yongling has worked in the education and publishing industries since 1999. As an editor, writer and publications officer, she has overseen the commissioning and production of books and newsletters at various organisations over the years.

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Routledge-WIAS Interdisciplinary Studies

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