

What to Expect when my Book is Published by Berghahn Books

We have put together this basic information sheet to demystify the process of book promotion for our authors. It is designed to give authors a better understanding of Berghahn Books' approach to marketing their books, to help them work productively with our publicity people and to avoid misunderstandings and disappointment.

To begin with, it is important to keep in mind the nature of the majority of books that we publish fairly specialized scholarly monographs or collections, some of which are suitable for teaching. Consequently, most of our books appear in relatively expensive hardback format and are aimed at libraries primarily. However, where we see a potential for a required or supplementary text or a wider market among individual researchers, some of our titles are published simultaneously or subsequently in paperback.

We would like to assure our authors that it is as much in our interest as in theirs to sell as many copies of their book as possible and to come out with a paperback edition if this helps to maximize the sales of a particular title, but only if there is a genuine chance of a text being adopted. Fortunately, recent developments in print technology make it possible for us to follow up with a paperback edition and accommodate quantities that previously would not have warranted such an edition.

The decision as to whether or when to publish a paperback edition is based on various factors, notably:

- 1) The publisher's general knowledge of the teaching needs in a certain field;
- 2) Recommendations by other specialists;
- 3) Convincing arguments by authors, normally listed in our New Book Outline;
- 4) Information or recommendations obtained at conferences.

Authors are normally keen for their book to come out in paperback hoping that this will lead to wider sales. This belief is understandable but based on the generally false premise that books are bought because they are cheap. Experience shows, however, that books are bought because people need them and want them - within reasonable price limits. A lower price may sometimes tempt people to buy a book that they would otherwise not have bought, but in our experience this is the exception rather than the rule; it only increases sales marginally and certainly not enough to warrant a cheaper edition. On the other hand, the hardback edition is taken more seriously by book review editors of the many scholarly journals where we send copies for review. The quotes from the reviews are then used for the re-launch of the paperback edition, thus giving the book a new lease of life.

How will my Book be Promoted?

When your book is at editing stage, the publicity person in the UK as well as the US office will send you our Author's Promotion Form (APF). Please, note that the APF marketing form is not identical to the New Book Outline (NBO) that is sent out at a much earlier stage, although some of the information requested may be the same. However, in order not to subject our authors to

unnecessary duplication, since we realize how overworked everybody is, we point out in the APF that where information has not changed, it need not be repeated.

A couple of months before your book is due in our warehouses, the publicity people will start working on the promotion of your book by putting together a list of the various promotional activities that seem relevant for your book. These include:

- inclusion in new title announcements, catalogues, subject leaflets;
- conference displays or inclusion in conference packages;
- special flyers;
- bound page proofs to be sent out to selected media outlets;
- list of relevant journals to receive review copies or press releases, based on our in-house journals database, requests from review editors and any suggestions made by the author, respective editor;
- listing of any suggestions made by the author/editor in the NBO and APF.

These draft marketing plans will be sent to you from each office for your comments and addenda and a final marketing plan be drawn up, combining all of the information received, to be used for subsequent publicity. We are fully aware that authors are not always familiar with the situation on the other side of the Atlantic and therefore are often unable to answer all the questions asked by the trans-Atlantic publicity person. However, just names of colleagues or listings of conferences are useful - every little helps!

At the time of publication, you will be sent the final marketing plan for your information and will be asked to let us know how many flyers for your book you would like to receive for distribution among colleagues, friends etc. We will also supply you with a master copy for future use. Moreover, you may want to send us a list of people who might be interested in purchasing copies of your book at a pre-publication discount.

What Can I Do to Help Publicize my Book?

- 1) Don't forget to provide the respective publicity person with the completed Author's Promotion Form, which we can supply as hard copy or electronically. It is best to fill this out when you are near to finishing the book because many ideas will come to you during this intensive final stage. However, start gathering information and materials that might help the publicist as early as you like. Know that the publicity person will have done his/her own research and will be aware of most of the major magazines and journals. You can greatly assist him/her by putting together a list of any Newsletters, Internet Lists, journals, associations, etc. that specialize in the topic of your book. Keep a copy of your completed author questionnaire so that you can send it in a letter with any updated information at a later date. This APF is the marketing person's primary tool, and any leads that you give us here will be the first ones we look to in marketing and publicizing your book.
- 2) Once the book is published, we do not stop promoting your book and ask you to continue providing us with regular information on conferences, special events relevant to the topic of your book, addresses of important people in your field who should know about your book or who might like to give us quotes on your book to be used in publicity material.

- 3) Please, also send us copies of reviews of your book that you happen to come across. The journal publishers are supposed to send us two copies of any reviews of our books but they don't always comply with this rule.
- 4) Let your university/college library and bookshop know about your book.
- 5) Never hesitate to contact us if you have any new ideas as to the promotion of your book. (Never contact our distributors whose only job is to process orders.) It is as much in our interest as it is in yours to make your book widely known - and bought! However, one very important point: please, let us know about conferences etc. as early as possible. The printing and the shipping of flyers take quite a while, and inclusion in conference packages must be booked and organized well in advance.

Please, remember that although we make every effort to promote your book as efficiently as we can, you are an expert in the field, and nobody can market your book to the other experts as well as you can. We simply don't have all the contacts in your field and all the information that might be useful for the promotion of your book that you have. So, any leads in the form of names of individuals, specialist libraries, associations etc. are most welcome and will be added to our database.

Where to Buy your Book

Do not be disappointed if your book is only to be found in the major academic bookshops. Given the fact that every year more than 100,000 English-language titles (not copies!) are printed and that your book will most likely be fairly specialized, this should not come as a surprise. To be sure, you do see books published by some of the major academic publishers such as CUP or OUP but considering that each of these publishes around 2000 titles a year, then it should be clear that even books published by these giants of the publishing world never make it on to a bookstore shelf. The space that bookshops, even the largest, have at their disposal for displaying new, let alone old, titles, is extremely limited and mostly taken up by books of a more general interest. We do have several representatives and agents working for us in the major markets for our books, but the majority of our sales come from people going into a bookstore and ordering our books or sending in their orders directly either to our offices or, more advisable, to our respective distributors and agents.

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