Independent Publishing: Returning Control to Academic Institutions and Authors

Daniel Berze - Glasstree Academic Publishing
Since revolutionizing publishing in 2002, Lulu’s philosophy has been, creators should profit from the stories and knowledge they share and maintain complete control of their content.
WHAT IS GLASSTREE?

With the launch of Glasstree Academic Publishing, Lulu extends this philosophy to teachers, librarians, researchers, and students.
DIFFERENT USERS, DIFFERENT NEEDS

**Pre-university (K-12)**
- Active vs Passive Learning

**Undergraduate**
- Presentation Skills – *Organize Ideas Better*

**Graduate (Masters, PhD, Post-Doc)**
- Bibliometrics – *Publish or Perish*

**Faculty**
(Lecturer, Assistant Professor, Associate Professor, Professor Emeritus)
- Bibliometrics – *Obtain Funding for More Research*

**Scientist / Researcher**
- Bibliometrics – *Requires support tools and services.*
- Visibility
PUBLISH OR PERISH
RI OR PERISH

TYRANNOSAURUS
THE COST OF KNOWLEDGE

Consumer price indexes for tuition and school-related items, not seasonally adjusted, January 2006 – July 2016

January 2006 = 100

- College Textbooks
- College Tuition and Fees
- Elementary and High School Tuition Fees
- Housing at School, Excluding Board
- Technical and Business School Tuition and Fees
- Childcare and Nursery School
- All Items

Shaded area represents recession as determined by the National Bureau of Economic Research

Source: U.S. Bureau of Labor Statistics
THE ECONOMICS OF PUBLISHING

Author Royalties

9% 70%

Traditional Publishers
FUTURE UNCERTAINTY IN UNIVERSITY FUNDING
RETURNING PROFITS TO UNIVERSITIES
THE TIMESCALE OF TRADITIONAL PUBLISHING

9 Months to 2 Years vs 15 minutes to 3 Months

Traditional Publishers
DISCOVERABILITY

Yewno
TREND MD
Clarivate Analytics
Scopus

glasstree
BUILDING A PERSONAL BRAND

Stephen Hawking  
Mildred Dresselhaus  
Jane Goodall  
James Watson & Francis Crick
THE NEED FOR PUBLISHING INDEPENDENCE
CONTROL

✓ Pricing ✓ Product Type ✓ Ability to Republish
✓ Revenues ✓ Licensing ✓ Copyright
✓ Content ✓ Marketing & PR ✓ Brand
✓ Timing ✓ Legal Control
PUTTING YOU IN THE MIDDLE OF CONTROL

WRITE
- EDIT
- PROOFREAD

MARKET
- SOCIAL

WEBSITE
- BOOK TRAILERS
- VIDEOS

PUBLISHER

DISTRIBUTE
- PRODUCE
  - Physical Copies
  - eBooks

DESIGN
- Cover
- Interior
BIBLIOMETRICS - Measuring Quality

Globally recognized methods of quantifying publication quality

Loved by Deans, hated by everyone else

Vary by subject / country / institution

**Big Contenders:**
- ISI (Thomson Reuters / Clarivate)
- Scopus (Elsevier)
- ABS (UK)
- ABDC (Australia)

**New to the Scene:**
- Altmetrics
- Book citation index
**PEER REVIEW**

**Single Blind**
The names of the reviewers are hidden from the author

**Double Blind**
Both the reviewer and the author remain anonymous.

**Open Review**
Reviewer and author are known to each other

POSSIBLE DECISIONS
- ACCEPT
- REVISE
- REJECT
INDEPENDENT PUBLISHING SERVICES

Editorial Services
- Manuscript Assessment
- Copyediting
- Proofreading
- Indexing
- Developmental Editing
- Fact Checking

Creative Services
- Image / Media Research
- Interior Book Review
- Cover Design
- Illustration Rendering

Publicity & Marketing Services
- Writing Marketing Copy
- Outreach
- Publicity Campaign
- Consultation

Other Publishing Services
- ISBN Consultation
- Project Management
- Rights & Permissions
- Peer Review
- Translation Services
ACCESS & DISTRIBUTION

Open Access

• Published research outputs which are open access are freely available on the Internet and openly accessible to everyone. That makes these articles more likely to be used and cited.

• Open access can be applied to all forms of published research output, including peer-reviewed and non peer-reviewed academic journal articles, conference papers, theses, book chapters, and monographs.

• Since open access journals place an emphasis on improving visibility and accessibility, they are exclusively published in an electronic format. Additional usage rights are often granted through the use of various specific Creative Commons licenses.

Closed Access

• Articles which appear in non-open access journals are initially only visible to people at institutions which have a license for these specific journals.

• Non-open access journals often offer a print edition of the journal in addition to an electronic version.
PROBLEMS IN TRADITIONAL PUBLISHING

The Perfect Storm

- Exploitive Publishing Models
- Restrictive Purchasing Model
- No Author Control
- Profiteering
COMPETITIVE & TRANSIENT ADVANTAGES

Transparent Pricing
• What you see is what you get. No surprises or smokescreens.

Speed to Publication
• Glasstree boasts a very quick speed to publication on all product lines as well as flexibility, allowing authors to modify their content on a continual basis. Glasstree finds a balance between timeliness and quality.

Ancillary Services - Glassleaf
• Glassleaf, powered by MPS provides a host of ancillary support services, such as Peer Review, Marketing, Editing, etc. as well as a free Digital Object Identifier and Kudos support.

An Equitable and Transparent Division of Profits
• While profit margins on books typically start at about 60%, it is atypical for authors to receive more than one tenth of profits at the maximum. This would provide an incredible incentive for the academic community to invest in the Glasstree 70%/30% model.

An Internal Distribution Network + to be expanded with new partners

A Dedicated and Operational Books Publishing Platform
• For both electronic and hard copy books.

Content discovery: Subject, Product Type and Peer review classification
ADVANTAGES AND DISADVANTAGES

Traditional Publishers:
- Previously did not charge costs – but this is changing with Open Access.
- Royalties: Expect 5-14%.
- In principle, they will market on your behalf.
- Loss of ownership and control (can't set prices, can't revise without permission, and more).

Independent and Hybrid publishers:
- Will charge for some services.
- Do not pay advances.
- Royalties: Expect 60-80%.
- Perks: Flexibility, speed, control, maintain ownership, feedback, economically the best option.
WHAT OUR DETRACTORS WILL TELL YOU

- We are vanity press
- We are predatory publishers
- Our services are not ‘professional’
- We do not have their ‘status’
- We do not have experience
WHAT OUR DETRACTORS WILL NOT TELL YOU

Our authors have published successfully and earned a great deal of money.

We are the quickest academic publishers in the market.

Our prices are low (Book Publishing, Open Access, Printing)
ACADEMIC SURVEY RESULTS

Typically, in your experience, what is the timeframe to publish a book via a traditional academic publisher, from submission to publication?

- 10% 0 - 6 months
- 39% 6 - 12 months
- 21% 12 - 18 months
- 18% 18 - 24 months
- 12% 24+ months
ACADEMIC SURVEY RESULTS

HOW FREQUENTLY DO YOU PUBLISH BOOKS?

- 39%: It Has Been 5 or More Years
- 16%: Every 3 Years
- 18%: Every 2 Years
- 12%: Every Year
- 15%: Every 4 Years
ACADEMIC SURVEY RESULTS

WHICH ASPECTS OF ACADEMIC PUBLISHING ARE MOST IMPORTANT TO YOU?

ACADEMIC PUBLISHING SURVEY INFOGRAPHIC
ACADEMIC SURVEY RESULTS

DO YOU FEEL YOU SHOULD BE GIVEN MORE CONTROL AND VISIBILITY OVER THE PUBLISHING PROCESS?

- Yes: 77%
- No: 23%
DO YOU FEEL YOU SHOULD EARN MORE FROM THE PUBLICATION OF YOUR WORK?

YES: 77%
NO: 23%
ACADEMIC SURVEY RESULTS

WHAT ARE YOU MOST DISGRUNTLED ABOUT WHEN IT COMES TO THE ACADEMIC PUBLISHING PROCESS?
ACADEMIC SURVEY RESULTS

ARE YOU SATISFIED WITH YOUR EXPERIENCE OF THE TRADITIONAL ACADEMIC PUBLISHING PROCESS?

- No: 64%
- Yes: 36%
ACADEMIC SURVEY RESULTS

WOULD YOU SAY TRADITIONAL ACADEMIC PUBLISHING NEEDS TO CHANGE?

83% YES
THE NEXT BIG THING!

YOUR CONTENT

PRINT API
- Global Print on Demand Network

PUBLISHING API
- Quickly Publish and Set Your Own Price

RETAIL DISTRIBUTION API
- Author/Publisher Access to Retailers
- Retailer Access to Millions of Titles

CUSTOMERS
PRINT API

3,400 Product Options
International fulfillment & shipping
No set up fees
No order handling fees
QUESTIONS?