

## EGO 131 Book Publishing

[2 credits, 24 hours]

### Objectives:

This course will introduce students to the practices of book publishing, including the information that could help those completing the course to enter the profession, if they so choose. The focus will be on offering an introduction to book publishing, including the definition of a book, and the history and culture of book publishing in different parts of the globe, with special reference to India. Other forms of publishing, including electronic publishing and e-books, will also be focussed on.

### Learning Outcome:

Students will be able to convert manuscripts into e-books and/or books.

### Course Content:

1. Book publishing as a profession. [2 contact hours]
2. Software for publishing. [2 contact hours]
3. The business of publishing: economics, finances and understanding models of financial sustainability, especially at smaller scales. [2 contact hours]
4. From thesis to book: converting academic writing into marketable form. [2 contact hours]
5. Preparing manuscripts for publication (querying, formatting). [2 contact hours]
6. The non-fiction process. [2 contact hours]
7. Publishing houses, big and small. [2 contact hours]
8. Literary agents, their role and purpose. [2 contact hours]
9. ISBN and barcoding. [2 contact hours]
10. Publishing laws and ethics. [2 contact hours]
11. Intellectual property rights, piracy, plagiarism. [2 contact hours]
12. Contracts with authors, royalties. [2 contact hours]
13. Blurbs. [2 contact hours]
14. Printing processes overview. [2 contact hours]
15. The making of a book: pre-production (market study, subject and author selection, editorial proposals, developing a manuscript, paper, design, producing and printing issues). [2 contact hours]

## References:

Brodie, Paul G. *Book Publishing for Beginners*. E-Text, 2016.

Clark, Giles N., and Angus Phillips. *Inside book publishing*. Routledge, 2014.

Epstein, Jason. *Book business: publishing past, present and future*. W. W. Norton, 2002

Israel, Samuel. *A Career in Book Publishing*. National Book Trust, 2009.

Kesavan, B. S. *History of Printing and Publishing in India*. National Book Trust, 1997.

Malhotra, D. N. *60 years of book publishing in India, 1947-2007*. Federation of Indian Publishers, 2007.

Penn, Joanna: *Successful Self-Publishing*, [thecreativepenn.com/successfulselfpub](http://thecreativepenn.com/successfulselfpub)

Schiffrin, André. *The business of books: how international conglomerates took over publishing and changed the way we read*. Verso, 2001.