Globally Inspired Writing

Insights from Planning to Publishing International Edited Books

Gronseth • Dalton • Schwartz • Bonk • Lee • Reeves • Zhang • Reynolds
Asking Why
Asking Who
Asking How

Which Way the Wind Blows

Testing the Water

Making Promises

Network with Your Network

Draft and Redraft...and Redraft...and Redraft...

The 3 C’s: Communication and Collaboration with Contributors

Mental Exhaustion and Hitting the Wall (i.e., Bonking)

Reflecting Back and Lightbulbs On

Marketing and Money Matters

Ask Your Own Question

Ask Your Own Question
Why did you decide to do an edited book?

Who benefits?

How is an edited book viewed at your university for promotion and tenure?
YOU WIN A BOOK!!!
Testing the Water

How do you make the case to start a book project with the publisher?

How do you test the waters? e.g., conference symposia, articles, blog posts, etc.
How do you recruit book participants?

What do you promise them?
Network with Your Network

How important is your network?

How do you maintain that network?

What happens as that network expands and contracts?
YOU WIN A BOOK!!!
Which Way the Wind Blows

How do you organize topics into sections and decide on the format for the book structure?

How is the book title decided?

Is it just random nonsense and seeing which way the wind blows....or...?
YOU WIN A BOOK!!!
How do you collaborate as co-editors?
How many drafts of chapters?
How do you manage draft development?
How do you organize the chapters drafts and finalize chapters?
What technology tools do you use?
The 3 C’s: Communication and Collaboration with Contributors

How do you collaborate with the contributing authors? With the endorsers? With the foreword/epilogue writers?

How do you deal with the loss of a contribution, someone wanting to contribute late in the process, or with unexpected delays?
YOU WIN A BOOK!!!
What kinds of challenges do edited books pose? For example, (1) politics - contributors from countries that don’t agree; (2) author mandated open access requirements, (3) negotiating deadlines, (4) stamina and unforeseen illnesses and job duties, (5) book length, time, contract, format, book cover, endorsers, credits, photo permissions, or (6) other...?
Reflect back...
What do you now view as the importance and impact of the book project?
Any awakenings?
Any unexpected successes and results?
What would you do differently?
Marketing and Money Matters

How did you market the book and personally benefit from it?
How do you negotiate your book contracts?
What unexpected items cost money?
What resources are needed to successfully roll out a book?
YOU WIN A BOOK!!!
One more thing...
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