

# *Globally Inspired Writing*



**Insights from Planning to Publishing International Edited Books**

*Gronseth • Dalton • Schwartz • Bonk • Lee • Reeves • Zhang • Reynolds*





Susie L. Gronseth



Elizabeth M. Dalton



Daniel Schwartz



Mimi Lee



Ke Zhang



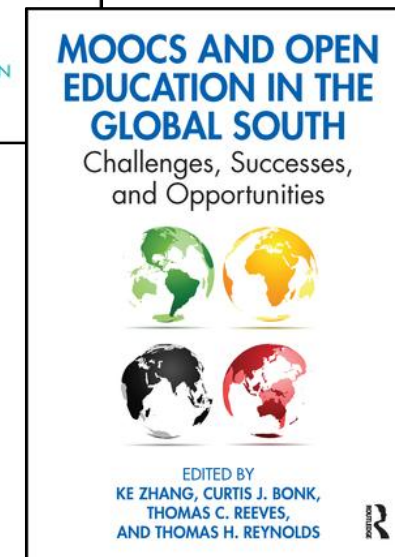
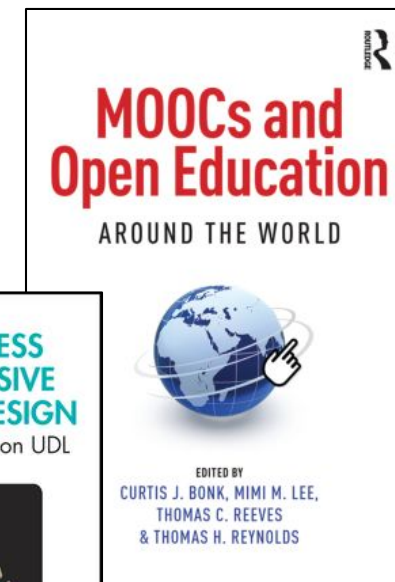
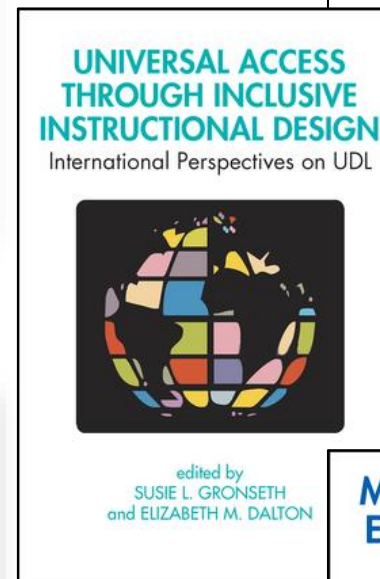
Thomas C. Reeves



Curtis J. Bonk



Thomas H. Reynolds



**Asking Why  
Asking Who  
Asking How**

**Testing the  
Water**

**Making  
Promises**

**Network with  
Your Network**

**Which Way the  
Wind Blows**

**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**

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Question**

# *Asking Why/Asking Who/Asking How*

Why did you decide to do an edited book?

Who benefits?

How is an edited book viewed at your university for promotion and tenure?





A group of five people with disproportionately large heads are standing in a row at a party. From left to right: a woman with dark curly hair in a blue blazer, a woman with blonde curly hair in a pink dress, a man with a beard and glasses in a grey sweater, a man with blonde hair and sunglasses in a white shirt, and a woman with dark curly hair and a large blue bow in a light blue dress. They are all smiling. The background is dark with party lights and streamers. The floor is covered with colorful balloons. The text "YOU WIN A BOOK!!!" is overlaid in the center.

**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.



# *Making Promises*

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...?



Five cartoon skeletons of different colors (yellow, blue, purple, green, red) are shown from the waist up, holding hands in a line. Each skeleton has a human face superimposed on its head, wearing a matching colored skull-shaped hat. The purple skeleton in the center is wearing sunglasses. The text "YOU WIN A BOOK!!!" is written in large, white, bold, sans-serif capital letters across the middle of the image.

**YOU WIN A BOOK!!!**

UP IAR



# *Draft and Redraft...and Redraft...and Redraft...*

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!!!**



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

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...?



# *Reflecting Back and Lightbulbs On*

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?





A man with a blue face mask, wearing a dark hat and glasses, is holding a book. He is in a dark room with various tools hanging on the wall behind him. The text "YOU WIN A BOOK!!!" is overlaid on the image.

**YOU WIN A BOOK!!!**

# *Ask Your Own Question*

?



# *Ask Your Own Question*

?





*One more thing...*





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