

# 《Writing Successful Academic Books ( ISBN=9780521730747 ) 》

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## 内容简介

'Publish or perish' is a well-established adage in academia. Never has the pressure on academics to publish been greater. Yet the prospect of writing a book can seem daunting, while the business of getting it published may be mystifying. Written by an expert in academic publishing, *Writing Successful Academic Books* provides a practical guide to both writing and getting published. It covers all stages of academic authorship from developing the initial idea for a book through to post-publication issues, showing how to avoid the common pitfalls and achieve academic and professional success through publication. Full of real life examples, including a sample book proposal, the book covers everything you need to know to build up an authorial career. This is an invaluable guide for academic authors - prospective or established - in all disciplines.

## 目录

List of figures

List of tables

List of boxes

Foreword by Jaan Mikk

Preface

### PART I BECOMING AN AUTHOR

1 Foundations

2 Contexts

3 Getting commissioned

4 Contracts and agents

### PART II WRITING THE TEXT

5 Processes (I)

6 Processes (ii)

7 Craft

[显示全部信息](#)

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