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# Sales and Marketing at Emerald

Proud to be  
The Independent Publishers Guild  
*ProQuest Academic and Professional Publisher of the Year 2018*



[emeraldpublishing.com/bookstore](http://emeraldpublishing.com/bookstore)

# About Emerald

We have been publishing and championing research in business and management and the social sciences for half a century, with over 3,000 books and 300 journals spanning all of our disciplines. Set up by a business school faculty in 1967, Emerald was born of the communities it was set up to serve, with a commitment to help communities make decisions that count, based on research that matters.

Our aim has always been to publish rigorous academic research that helps students, researchers, educators and practitioners at all stages of their career. We combine strong roots in publishing with innovative author services and expertise in education, learning and development designed to nurture fresh thinking and publish research that makes a difference within and beyond academia.



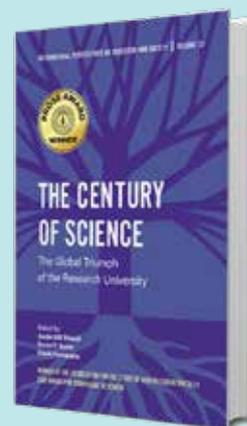
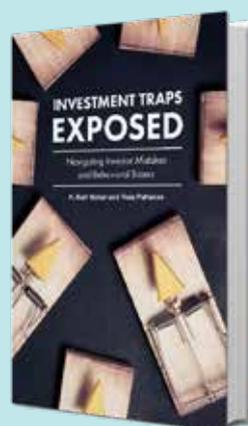
## Award winning

In 2018 we've been delighted to be shortlisted at the British Book Awards, and to win the IPG ProQuest Academic and Professional Publisher of the Year category. The judges said: ***"Emerald is a big company now, but it's stayed nimble and responsive to customers. What it's achieved in the last year is very impressive."*** We know we couldn't have won without the support of the academic community, and are proud of the investment we have made in our books programme.

**As well as these overall awards, we are delighted to have won individual prizes for some of our book titles in 2018:**



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# Our global sales team

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In addition to headquarters in the United Kingdom, we have 11 further offices around the world including North and South America, India, The Middle East, Asia, South Africa and Australia, each with its own highly experienced sales force, providing global coverage with local knowledge. We also have 12 regional sales agencies who represent our publishing to the retail, academic, library, specialist and professional sectors.

**Here are a some of the most important steps our sales team take to ensure maximum reach for your work...**

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## Announcing Your Book

Once your final manuscript has been submitted, we send out detailed information about your book to bibliographic agencies around the world, and to library suppliers, wholesalers, and retailers. In 2017, we were awarded a BIC Product Data Excellence Award for the standard of data we provide about our publications, so you can be sure that customers will have full and accurate information.

In addition, your book will be included in our bi-annual books catalogue which is distributed to our global sales partners and used at industry book fairs.

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## Ensuring Availability of Your Book

Your book will publish simultaneously in print and eBook formats. The print version will be available through our own online bookstore, as well as via Amazon, The Book Depository, Barnes & Noble, Baker & Taylor, Bertrams, Gardners and many more specialist global booksellers.

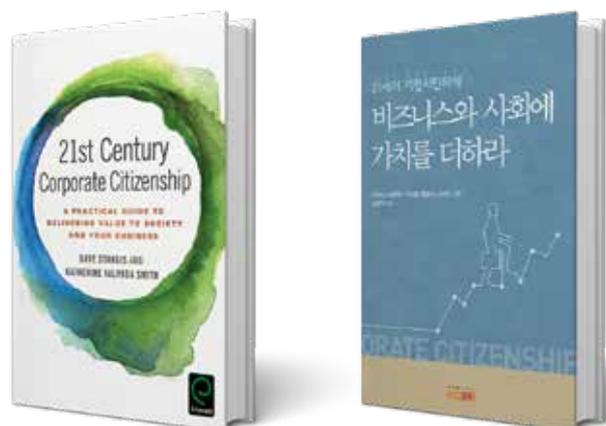
Customers will be able to find the eBook on platforms including Amazon Kindle, Google Play, Kobo, MyiLibrary and ebooks.com, as well as through a number of digital aggregators including Ebrary, DawsonEra, ProQuest and EBSCO. Institutions will be able to purchase your book as part of one of our eBook subject collections, or via our customizable eBook Select option. Be sure to let your librarian know that your book will be available on emeraldinsight.com.

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## Translation Rights and Permissions

Our Translation Rights team promote Emerald titles to foreign language publishers from around the globe. If you have been published in translation before or have any queries about translation rights at Emerald, please get in touch with Becky Taylor, Foreign Rights Executive at [btaylor@emeraldgroup.com](mailto:btaylor@emeraldgroup.com).

Permission and reuse rights for third party publishers are handled by our Rights team. Contact [permissions@emeraldgroup.com](mailto:permissions@emeraldgroup.com) for more information.



# Marketing

Our books marketing team develop well-timed and carefully targeted campaigns by combining our marketing expertise with your specialist knowledge of your academic or practitioner community.

Here are a just few of the ways we work to get your book noticed...



## Emerald Bookstore

The Emerald Bookstore is the cornerstone of our marketing activity. Our smart, predictive search directs customers quickly to your book's page where they can find detailed information including...

Complete bibliographic information

Price in GBP, USD or EUR

Buy button

Sample chapter download

Flyer download

Share to social media

Full description

Expandable sections featuring book contents, author biography and quotes from any published reviews

Explore the Emerald Bookstore for yourself at [emeraldpublishing.com/bookstore](http://emeraldpublishing.com/bookstore)

## Email Marketing

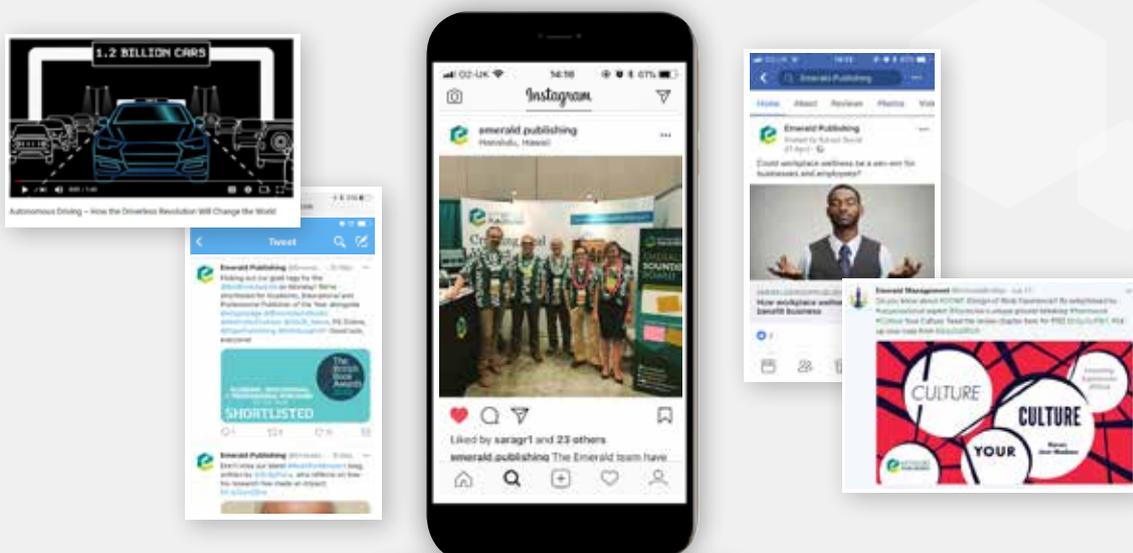
Your book will feature in one or more email marketing campaigns, sent to contacts carefully selected from our large database of academics, authors, students, editors and reviewers.

We tailor our messages for a range of email campaigns including regular subject newsletters, topical cluster campaigns, seasonal discount sales, and faculty and librarian promotions. As well as announcing new books, our emails feature links to free content, author blogs and podcasts, discount offers, author guidance and calls for proposals, to ensure high rates of engagement with our audiences.



## Social Media

Our social media channels allow us to be at the heart of the online conversation within the communities for whom we publish. We draw on content from across our publishing, sharing research insights through text, images, videos, quizzes, infographics, competitions and more. As well as 'organic' posts, we use paid social media advertising to spread the word even further.



## Conferences

Your book will be available at the book fairs and key subject conferences we attend. We also encourage you to keep us informed of conferences you will be attending or at which you will be speaking. We can support your conference activity with promotional materials such as flyers and PowerPoint slides, and by posting on social media under the conference hashtag.



## Cross-promotion with Emerald Journals

Our portfolio of over 300 journals publishes high quality, peer-reviewed research across business and the social sciences. This gives us access to an extensive network of academics, librarians, practitioners, learned and professional societies affiliated to our journals programme, as well as the huge global audience that subscribes to our journal content.

## Supporting Adoptions

We can help lecturers to assess the potential of your book as a course text with free access to eBook inspection copies via the Digital Comps platform. Any instructors who chose to recommend your book will be provided with a complimentary desk copy to support their adoption.

## Real Impact blog

Our Real Impact blog champions research that makes a difference and creates positive change that benefits society.

If you have a story to share about the way research can make a difference to policy, practice and people's lives, you might like to write about it for our the blog. As well as showing how much research matters, it's a great way to get your work to an even wider audience.

## Author Services

We offer all authors free access to Kudos, an award-winning service that helps researchers and their institutions and funders maximize the visibility and impact of their published content. You can learn more at [growkudos.com](http://growkudos.com)

In addition, Emerald Author Services provides access to Peerwith, which connects academics with experts on language editing, translation, visuals and more, to help them prepare their work for submission.



# Ten easy ways you can extend marketing reach

The most effective promotion results from you working in partnership with us. As well as keeping us up to date with the information we need to effectively market your book, there are lots of quick and easy ways you can help to maximise marketing impact.

## 1. Emails



On average, a person sends more than **40 emails a day**. Make sure to include your book title and a link to its web page in your email signature.

## 2. Presentations



**Speaking at an event?** Download a flyer from your book's web page to take with you, and feature a slide with book information at the end of your presentation.

## 3. Forums



Make the most of listservs, forums, and association mailing lists you follow by posting information about your book.

## 4. Social Media



Join the conversation on **social media platforms** like Facebook, Twitter, LinkedIn, Academia.Edu, YouTube and Google+.

## 5. Make Contact



**Let your librarian and campus bookseller know** about your book and that it is available in print and as part of our eBook collections.

## 6. Word of Mouth



**Word of mouth is a powerful marketing tool.** Encourage your peers to review your book online, in journals or via other networks.

## 7. Kudos



**Register with Kudos and share, share, share!** On average, use of Kudos leads to 23% higher full text downloads\*.

\* Source: analysis of Kudos activities and results by the Altmetrics team at Nanyang Technological University

## 8. Translations



If any of your previous work has been **published in translation**, let our Rights team know: it might open up a whole new market for your book.

## 9. Author Platform



**Amazon Author Central** is a free service available to all authors. Build your author platform by sharing up-to-date information about yourself and your work.



## 10. Stay in touch!

We're always open to new ideas to reach the communities we publish for. Drop us a line at [books@emeraldgroup.com](mailto:books@emeraldgroup.com)

**More information about how we support you in the promotion of your book is available from the Author Resources hub on the Emerald bookstore.**

# Make Emerald **your home**

Our passion and engagement, responsiveness, market know-how and reach, and innovation make us your ideal publishing partner. Of course, we don't expect you just to take our word for that – here's what our authors say about working with us...

"The team was incredibly supportive, dynamic and truly interested in the substance of the works published."

Amy C. Edmondson,  
Harvard Business School, USA

"I got personalized attention and assistance throughout the publication process, which is not commonly available when dealing with the big publishers."

Dr Nagy K Hanna,  
University of Witwatersand, South Africa

"Emerald holds a fresh vision, inviting new ways of thinking about research, writing, and the social sciences in general."

Dr Naomi Woodspring,  
Bath Spa University, UK

"I met with several publishing companies but felt that only Emerald understood my vision and were confident and ambitious enough to run with it. Everyone at Emerald has gone out of their way to make the publishing and marketing process run as smoothly and effectively as possible."

Dr Joanna Williams,  
University of Kent, UK

"Great editors who help authors through the review process with clear and timely feedback."

Dr Christopher Akroyd,  
Oregon State University, USA

## #MakeEmeraldYourHome

## Contact us

Emerald Publishing Limited, Howard House, Wagon Lane, Bingley, United Kingdom BD16 1WA

**T** + 44 (0) 1274 777700 **E** [books@emeraldgroup.com](mailto:books@emeraldgroup.com) **www.emeraldpublishing.com**

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