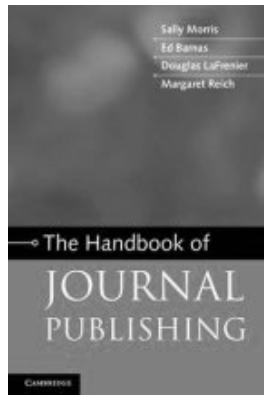

Book review

The Handbook of Journal Publishing

Sally Morris, Ed Barnas, Douglas LaFrenier and Margaret Reich. Cambridge University Press, 2013. 467pp. £19.99
ISBN 978-1-107-65360-3

The first thing that strikes you about this book is the extremely comprehensive way in which it treats its subject. It includes information relevant to journal publishers of all kinds and covers all possible back office functions in any publishers' office. The next thing you notice is how up to date the book is – e-journals, online publications and open access are all there and are fully integrated throughout the book, not merely tacked on as an afterthought.



Even the first chapter, an introduction to the purpose and development of journals from the earliest days, brings the reader bang up to date with electronic publication and moves on to open access through discussing ways of buying and selling journals. The chapter on production includes information on digital printing and print on demand, as well as a whole separate section on online journals that includes a particularly useful table comparing how a journal issue is built up in the traditional printed journal and in the online version. The other eleven chapters cover all aspects of journal publication from managing and editing the journal

to copyright and ethical issues. There are three appendices – a glossary, a directory of resources and a directory of vendors (subscription agents, systems suppliers and so on).

Both commercial journal publishers and people involved with free, open access publications will find much of interest and value in many of these chapters. For example, the section dealing with marketing and sales includes mention of the work of INASP and the public-private collaboration that has resulted in United Nations programmes such as HINARI, AGORA and OARE. On the other hand, there is a very detailed section on business models and financial matters that should be required reading for any newcomer to commercial publishing.

This is the kind of book that anyone involved with journals should have on their bookshelves to delve into for the answers to the many questions that arise in day-to-day work. It is a really practical 'how to' guide, with samples and checklists to help you on your way – a tool kit for today and tomorrow's journal publisher.

Peter Thorpe

*Independent consultant in information and
communications management*
vjandp@btinternet.com

Acknowledgement

The Editorial Board of *European Science Editing* extends its sincere gratitude to the reviewers listed below who generously donated their time and contributed to the critical evaluation of submissions to the journal in 2013.

Edward Barroga (Japan)
Pierre-Alexandre Blanche (USA)
Lutz Bornmann (Germany)
Nurlan N. Brimkulov (Kyrgyzstan)
Marisha Fonseca (India)
Armen Yuri Gasparyan (UK)
Farrokh Habibzadeh (Iran)
Penny Hubbard (UK)
Jozsef Kovacs (Hungary)
Frank-Thorsten Krell (USA)
Valentina Markusova (Russia)

Werner Marx (Germany)
Miguel Roig (USA)
Anna Maria Rossi (Italy)
Karen Shashok (Spain)
Ana-Maria Simundic (Croatia)
Cem Uzun (Turkey)
Sylwia B Ufnalska (Poland)
Denis Vinnikov (Kyrgyzstan)
Denys Wheatley (UK)
Alok Saxena (India)