

The Simple Book

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The development of technology has made the manufacturing of your own book a common option. As a publisher, this makes me very happy. Almost everyone knows how to use a computer for word processing or knows someone who may help them. Handbooks can teach you how to typeset your text in a correct way, how to have the printouts cut down to a manageable format, how to get them bound, and how to send the obligatory copies to the university libraries, making the book available to anyone that wishes to read it. To have your book printed in a modest edition need not cost more than a skiing vacation. By selling the book you can earn back your expenses – perhaps you can even make a profit. Most importantly, you can delight in the book's existence. You leave behind something of lasting value to yourself and maybe, but not necessarily, to others.

However, the printed book seems to demand a complement in our contemporary world. As an artifact, the book is practical and enriching, but it appears to play an increasingly supportive role in the learning society. In a scientific context, it's often deemed as insufficient as regards our expectations of information. Our public libraries must now offer access to the Internet to be worth their salt. The universities present a large part of their research via open access. Anything else would be unthinkable. In theory, you may gather knowledge enough for a master's degree without unfolding a single book.

The major part of the books published by my company (run by three persons) are wholly or partially financed by foundations or

other institutions. Approximately 50 per cent is made up of dissertations from the field of humanities. The financial support accorded to us pays for production, copyright costs, editorial work and storage, marketing and distribution. The finished book will be found in libraries and book stores, indexed in publication databases, and sent to the press for review.

Computerization has led to the publishing houses taking over many of the printer's traditional tasks: typesetting, image reproduction, proofs, make-up. The printer will nowadays mostly "just" print. The first copy to come out of the printing press carries a cost approaching the cost of a small car, the second will cost about the same as a loaf of bread. It's understandable if the doctoral candidate, instead of turning to the expensive services of a publishing house, will make stencilled copies for use and distribution within the academic world, or choose digital methods of publication. Even so, I know that the result of the editor's efficient and often rewarding work together with the author is noticed and acknowledged well beyond the sphere of academics. The book has been made a part of the tried and tested literary chain, and takes its self-evident place in the arena. For future projects, it may also be a good thing to have an established contact with a publisher whose routines and workflow you are acquainted with.

Gidlunds also publishes books aimed at the market: course books that year after year are used in humanistic education. The workload and costs is effectively the same as for dissertations, the difference lies in bigger editions and the royalty to the authors. Dissertations may sometimes also become course books, and thus printed in second editions, generating an income for the ex-doctoral student. It probably won't be a large amount of money, but it demonstrates the dissertation's potential for widespread interest – something which the publishers may hope for, but never presuppose, when making publication decisions.

Open access in humanities

The humanistic research that we publish is written in Swedish and aimed mostly at the universities and the book market in Scandinavia – our field of activity is limited. By allowing open access to digital versions of our publications, we obviously diminish the amount of sold and lent books, which will in turn increase the need for funding. I therefore think that the author and the publisher ought to agree at an early stage which form of publication should have priority. The author must ask himself if the published text is the text to be offered for free, and what the intention of the publication is.

An important aspect that needs to be taken into special

consideration is the rights and costs of the graphic images in the book. Most photo libraries offer no free use of graphic material in a scientific context. The right of publication that the publisher pays for is for usage in the printed book only. If the image is to be reproduced electronically, this means additional and significant extra costs.

Many of our titles are available in digital versions through Bibliotekstjänst (BTJ – provider of information services and media products to libraries, book sellers, publishers, companies and institutions). Our co-operation with them is easily manageable, as their terms do not differ much from the ordinary library agreements. For every copy that is borrowed, compensation is paid to the author and the publisher. They also operate an e-bookstore where you can pay for and download the book. For every title to be published digitally by BTJ, a contract is signed between the author and the publisher that gives BTJ the sole rights of digital publication, and states the responsibility to render account of the number of copies lent or sold. As a publisher, we appreciate the precise and familiar way of such a co-operation. The author as well as ourselves needs to know that the book we've envisioned before and during our work continues to be presented in accordance with our intentions.

Relevant resources on the Internet:

<http://www.litvet.uu.se/lsoc/index.htm>

<http://www.kb.se/nvb/>

Svensk sammanfattning

Vi på Gidlunds ägnar oss till största delen åt hel- eller delfinansierad bokutgivning. Omkring hälften av den utgörs av humanistiska doktorsavhandlingar. Produktionsstödet vi erhåller rymmer kostnaderna för teknisk produktion, rättighetskostnader, redaktionellt arbete samt lager, marknadsföring och distribution.

Ett bokförlags omkostnader är höga och det är begripligt om en doktorand offentliggör sin avhandling genom stencilexemplar och/ eller elektroniska publiceringsformer. De fördelar som följer med förlagsutgivning rör de standardiserade rutinerna, framtida samarbeten och bokens erfarna plats på den offentliga arenan.

Författare och förlag bör tidigt komma överens om vilken publiceringsform som ska komma i första hand. Författaren bör fråga sig om just boken är den text som ska släppas fri, samt vad han eller hon har för avsikt med sin offentliga publicering. En viktig aspekt att uppmärksamma är publiceringskostnader och rättigheter för böckernas bildmaterial. Ska bilder publiceras elektroniskt tillkommer stora kostnader. Produktionsbidraget som förlaget erhåller måste täcka även det.

Som förlag uppskattar vi den tydliga och väl inarbetade formen för samarbetet med Bibliotekstjänst, då deras rutiner rörande e-boken inte skiljer sig nämnvärt från de vanliga biblioteksavtalen. Vi och författaren vet att boken vi båda haft i åtanke under vårt gemensamma arbete, presenteras i enlighet med våra avsikter.