Beyond Books:  
What STM and Social Science Publishing  
Should Learn from Each Other

Publishing for HSS and STM:  
Differences of Kind or of Degree?

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What’s the Same?
What’s Different?
• Differences of Degree
• Differences of Kind
An HSS Publisher’s Response
What’s (Still) Wrong?
What’s the Same?

- Academic environment
- Academic career drivers – the role of the publication
- Academic culture/behaviours

For publishing:

- A constant and ever-growing input market
- A spectrum of outputs and formats
What’s different?

Differences of degree

- Research funding
- Research/publication formats
- Article output
- Citation behaviour, bibliometrics and “impact”
- The relationship between research and teaching

For publishing:

- The value of HSS markets
- The demand for books – and for print
- The role of the commissioning editor
- Open access and institutional repositories
What’s different?

Differences of kind

- Language
- The presentation (and ownership) of the research study subject
An HSS Publisher’s Response to These Challenges

- Publishing in languages other than English:
  - BERLIN VERLAG

- Translation:
  - Art in Translation
  - Supported by The Getty Foundation
Beyond the reproduction of third-party content
The Berg Companion to Fashion
Valerie Steele

- Includes over 300 in-depth entries covering designers, articles of clothing, key concepts and styles from Avedon to Zoot Suit
- Highly illustrated: 150 bw illustrations and 32pp colour plate section
- Valerie Steele is the name in fashion studies
- One-stop reference: authoritative content in one handy volume
- Essential purchase for serious fashionistas, fashion students, curators

- Market: fashion, design, cultural studies, material culture, etc.
- Competition: in short, ours is the only comprehensive (at 800pp) and in-depth, yet affordable, option.

£29.99 PB · £75.00 HB · September 2010
First online portal to provide access to interdisciplinary and integrated books and journal content offering comprehensive coverage of dress and fashion around the world

Includes:
- *Berg Encyclopedia of World Dress and Fashion* online (10 volumes in print)
- E-book collection – full text of 60+ Berg fashion e-books
- E-journals – fully cross-searchable
- Colour image bank – 3,600 (and growing) images
- Underpinned by a purpose-built taxonomy for the study of dress

Partnership agreement with Victoria & Albert Museum
Explore by Time

Collection: Coco Chanel

Images in this Collection

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What’s (Still) Wrong?

- Format transition for image- (and primary document-) dominant fields
- Size matters
Thank you

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