

A Guide to Academic Book Writing and Publishing

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Do you wish to compile your research work into a book? Do you know the standard guidelines for writing a book chapter? For increased impact and recognition as knowledge experts, researchers often consider writing a book or a book chapter either independently or under the guidance of their mentor. However, writing an academic book is a rewarding but very challenging process. This webinar conducted in collaboration with **IntechOpen**, the world's leading publisher of Open Access books, will break down the journey of writing and publishing an academic book into easy steps for researchers. It will also give practical tips to first-time authors for the effective promotion of their books.

After this session, attendees will learn:

- Different types of academic books
- Insights into the pre- and post-publication steps
- How to publish an edited volume?
- How to write a compelling academic book?
- Tips for authors to promote their books

About IntechOpen (<https://www.intechopen.com/>)

IntechOpen is the world's leading publisher of Open Access books founded in the year 2004 to provide a collaborative environment for peer-reviewed content and book publishing of academic research. It is a scientific community comprising of 116,000 authors and academic editors, and a publisher of 4000 open access books.

About the Speakers



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A distinguished researcher, a published author, and a public

speaker, Prof. Prieler is currently appointed as a professor at Hallym University—a top-ranked media and communication school in South Korea. In the past, he was also briefly associated with the University of Illinois (USA) and Temple University (Japan). With 15+ years of research experience primarily focused on media, advertising, and health communication studies, Prof. Prieler has 40+ research papers with nearly 400 citations, 8 grants, and a book to his credit. His research papers have also been accepted and published in the Social Science Citation Index (SSCI) indexed journals. Prof. Prieler serves on the editorial board of popular journals Sex Roles (Springer) and Moment Dergi (Moment Journal: Journal of Cultural Studies, Hacettepe University, Turkey). Additionally, he is affiliated with established publishing houses like Elsevier, Springer, Wiley, Routledge, Sage, Public Library of Science, etc. as a reviewer. Prof. Prieler has also been conferred with several prestigious awards such as Hallym University Distinguished Professor” award (2018-2020), Second Place Faculty Research Paper Award, AEJMC Conference (2016), etc.

Dr. Richard Murray



Dr. Murray has a wide-ranging experience of the entire

publishing process from his dynamic research career spanning over a decade. After completing his BSc. (Experimental Physics) and Ph.D. (Physical Chemistry) from the National University of Ireland, Galway, Dr. Murray worked as a postdoctoral researcher at CIC biomaGUNE, Spain for about 5 years followed by completing a two-year long Marie Curie Postdoctoral Fellowship in Berlin. He was also affiliated with Wiley as a peer review editor on a number of high impact factor journals, including *Advanced Materials*. To date, Dr. Murray has authored/co-authored multiple articles, several of which are featured in journals such as *Small* and *Nanoscale*. In his current role as the Director of STEM Programme for the Iberian Peninsula at IntechOpen, Dr. Murray is responsible for setting and delivering IntechOpen's publishing strategy for STEM, with emphasis on engineering for the Iberian Peninsula. As part of this strategy, he is highly motivated to find and deliver, high-quality content to the readers from world-renowned authors who lead the field in their respective disciplines.

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