

How to Write a Persuasive Academic Book Proposal

Author

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[Enago](#) in collaboration with [IntechOpen](#), the world's leading publisher of Open Access books conducted an informative webinar to provide authors with the necessary guidelines for drafting and submitting effective book proposals. Submitting a compelling, formal, thoroughly researched, and well-written book proposal to the right academic press is a key to make the best first impression on publishers. In continuation of our first session on [academic book writing and publishing](#), this session provided authors with useful tips to draft an exceptional book proposal and convince the publishers that their book is an excellent piece of work for scholarly consumption. It also explained the significance and benefits of publishing an open access book.

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Through this session, researchers will have an improved understanding of the following:

1. Elements of a book proposal and writing tips
2. How to find the right publisher for your book/book chapter
3. Submission guidelines for a book proposal
4. Insights into Open access book publishing – By IntechOpen
5. Proposal guidelines and Submission tips for Authors – By IntechOpen

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. Since 2015, IntechOpen has been a purely Open Access book publisher and believes that publication in Open Access books is as effective, as fast and as valuable as publication in journals. Intech Open's digital workflow straddles the traditional boundaries between journals and books.

About the Speakers

Fiona Murphy, DPhil English Literature, University of Oxford



Dr. Murphy is an independent publishing consultant with more than 20 years of experience in the scholarly publishing industry. She is the owner of Murphy Mitchell Consulting Ltd. advising institutions, learned societies, and commercial publishing companies about research data and its collection, management, storage re-use and access requirements. She is currently a board member of the data repository, Dryad, and an Editorial Board Member of the Data Science Journal. Along with holding an Associate Fellowship at the University of Reading, she is also a member of the peer-review board of Research Data in the Earth Sciences, Data2Paper and Belmont Forum, and a co-Chair of WDS-RDA Publishing Data Workflows Working Group and Force11 Scholarly Commons Working Group.

Dr. Murphy is DPhil in English Literature from the University of Oxford and has collaborated with several reputed publishers like Oxford University Press, Bloomsbury Academic, and Earth and Environmental Sciences at Wiley in past. She has also written and presented widely on data publishing, Open Data, and Open Science.

Dr. Anke Beck, CEO of IntechOpen Ltd.



Dr. Anke Beck has a deep understanding of international scholarly communications gained during her career in publishing. She has held a variety of senior roles including Managing Director of De Gruyter, the leading academic publisher. She was responsible for De Gruyter's growth in books (ca. 1300 titles published per year), journals and databases, with both traditional and open access business models. In 2018, Dr. Beck was appointed Chief Executive Officer of IntechOpen, with a focus on maintaining their market-leading position in Open Access book publishing as well as developing new areas for growth through collaboration and partnerships across academia.

In 2018, she was appointed to the German National Council for Digital Infrastructure and serves on the boards of leading academic institutions including the *Hochschule für Technik, Wirtschaft und Kultur* (HTWK) Leipzig and the *Freiburg Centre for Advanced Studies* (FRIAS). In these positions she helps to supervise the work of the academic institutions making sure to stay in touch with the current needs of academics and researchers.

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