

AAPS Publications

Books Subcommittee Responsibilities

The Books Subcommittee has two main functions: 1) to research and develop book-publishing policy for the Publications Committee and AAPS and 2) to review book proposals for the Publications Committee and identify those that are appropriate for publication by AAPS Press.

AAPS Press Procedures – Recommendations

Acquisition Targets

- AAPS Programming (2 proceedings volumes per year)
 - Symposia
 - Annual Meeting
 - Sections
 - Workshops
 - AAPS
 - Sections
- Biotechnology Series (1 volume per year)
- Additional series (1 volume per year)

Book Acquisitions Procedure

Book proposals fall into two main categories: series acquisitions and non-series acquisitions.

Series acquisitions

Each series will have a series editor or editors. The Series editor will be responsible for acquiring titles for the series. It is possible for persons other than the series editor to recommend potential series projects, but the series editor will have the final say on what he or she will review. If the series editor feels that a book project is appropriate for the series, he will prepare a standard proposal for the volume with the help of the proposing author and AAPS staff. The proposal will include a description of the book project, describing its merits and reasons why it should be published. With this information AAPS staff will complete a marketing data sheet and financial spreadsheet. The proposal package will be reviewed by the chair of the Books Subcommittee and presented to the subcommittee for approval. The chair of the subcommittee will typically rely on the opinion of the series editor whether the volume is appropriate and worthy of publication; however, the chair is responsible for ensuring that series book proposals are vetted properly. Each proposal will be judged on scientific merit, marketability, and production expense. All three areas must be considered before a project can be accepted.

Non-series acquisitions

Non-series book proposals are processed by AAPS staff and sent to the chair of the Books Subcommittee for review. The Chair will oversee the review process and assign at least two reviewers for each proposal. AAPS staff will maintain a database of reviewers. If necessary, an honorarium will be paid to each reviewer. The amount of the honorarium will vary depending on the size of the proposed book. Each proposal will be judged on scientific merit, marketability, and production costs. All three areas must be vetted and approved before a project can be accepted.

Review Process

The book proposal review process is as follows:

1. Book proposals, solicited or unsolicited, should be sent to the Director of Publishing. Proposals for a series volume should be submitted by the series editor. Proposals for a non-series volume can be sent directly from the author or volume editor.
2. AAPS staff will review proposals for completeness, i.e., does the proposal include a detailed description of the project, does it adequately outline potential audience, and are competitive publications (published and soon-to-be published) listed?
3. The Director of Publishing will prepare a proposal package. The package includes a justification for the book, a marketing information outline, and a list price calculation spreadsheet.
4. The Books Subcommittee reviews proposal. (Books Subcommittee Chair assigns reviewers for proposal.)
5. If rejected, the Director of Publishing sends rejection letter to author.
6. If accepted, chair of Books Subcommittee sends recommendation for acceptance to the full Publications Committee. Recommendation for an advance against royalties can be made at this time.
7. The Publications Committee reviews proposal, votes for acceptance or rejection.
8. On behalf of the Publications Committee the Director of Publishing will inform the EC of the committee's decision. The EC, however, may refer this decision back to the Publications Committee based on budgetary concerns. (It is proposed that the Publications Committee be given the authority to approve the publication of a book.)
9. If accepted, the Director of Publishing sends letter and contract to author.

Book Program Marketing Process

Market Analysis

- A three-pronged approach is required to produce a reliable market analysis and determine the sales potential of proposed books. (This is the same approach taken by commercial publishers.)
 1. We rely on the editor/author proposing the book to provide information on competitive publications and the author's perspective on the need for the book.

2. AAPS staff conducts a review of extant publications in the proposed research field to determine topical gaps in the publication record and viable pricing for the proposed publication.
3. The reviewers are expected to validate the opinions of the authors and provide additional information on related projects in editorial compilation.

List Price Calculation

- **List price calculation** – List price calculation is based on estimates of best business practices to produce the book. Project management costs in addition to redaction, composition, editorial production, printing, and promotion expenses for a specific print run are added to determine a realistic unit cost. Royalty, fulfillment, and overhead charges are combined with unit cost to calculate an appropriate list price, based on acceptable surplus margins. Marketing staff will provide recommendations for list- and member prices, based on target audience, competing books, and market-penetration objectives.

Book Promotion

- **AAPS Member promotion** – Most project promotion is aimed at AAPS membership, using established communication vehicles, e.g., broadcast e-mail announcements, *AAPS Newsmagazine* ads, Web page postings, flyers at workshop and Annual Meeting exhibits, and direct mail pieces. We feel that these are the most cost-effective methods to inform the membership about a new publication.
- **Non-AAPS Promotion** – We are exploring establishing distribution networks with sister organization outside of the United States to promote and sell AAPS publications overseas, e.g., Royal Pharmaceutical Society of Great Britain, Pharmaceutical Society of Japan.

Book Sales

- **Prepublication** – All AAPS Press books will be available for sale prior to publication.
- **Workshop** – When appropriate, purchase of books produced from AAPS workshops will be included in the registration fees of workshops.

Book Fulfillment

- **In-House Fulfillment** – At present, all book fulfillment will be conducted in-house. AAPS staff takes book orders by fax, phone, e-mail, and land post. Payment is processed through Accounting. Books are mailed by Publications and Mailroom staff. Books will be stored in a local warehouse.
- **Outsourced Fulfillment** – When our ability to fulfill book orders is no longer efficient, we will outsource fulfillment.

Book Format

- All AAPS-published books would be produced to take advantage of the best vehicle for the publication, e.g., print and/or electronic formats. Structurally

tagged source files will allow us to produce books in the most convenient format for our readers.