

Successful Academic Publishing

孟令磊 Linglei(John) Meng

Senior Commissioning Editor, STM
Academic Publishing

jmeng@cambridge.org

Central South University, Changsha, China

26th April, 2018



CAMBRIDGE
UNIVERSITY PRESS



CAMBRIDGE
UNIVERSITY PRESS

欢迎关注
剑桥大学出版社微信公众号
CambridgeAcademic



CAMBRIDGE
UNIVERSITY PRESS

Agenda

- 剑桥大学出版社简介
- 科技出版
- 学术期刊投稿（期刊选择，同行评议，文章修改）
- 未来出版

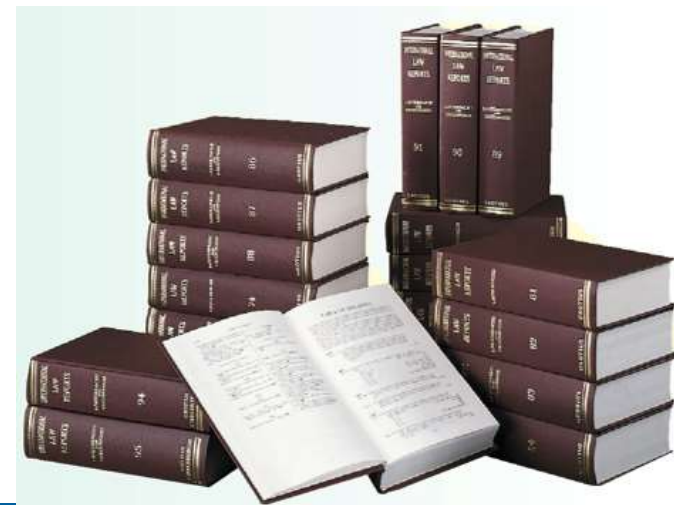
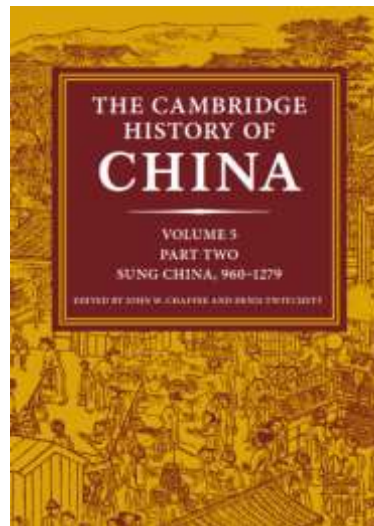
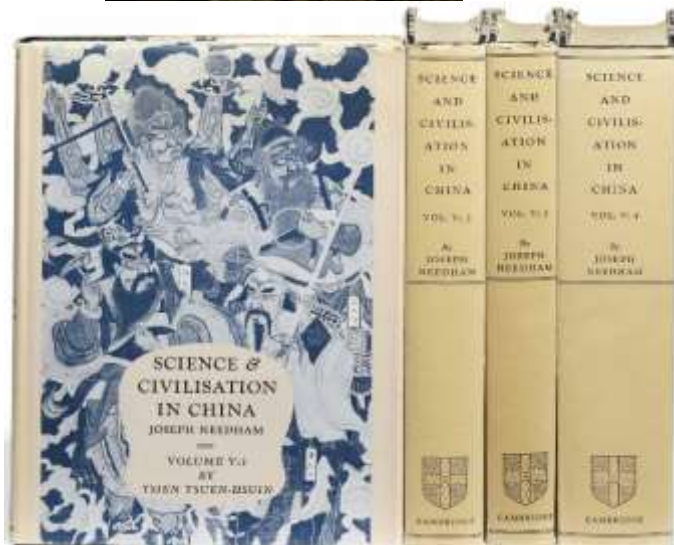


对剑桥大学出版社的第一印象？



CAMBRIDGE
UNIVERSITY PRESS

提起剑桥大学出版社，您会想起什么？



CAMBRIDGE
UNIVERSITY PRESS

The early days



King Henry VIII's *Letters Patent*, 1534



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

- World's oldest publisher, founded in 1534
- Integral part of the University of Cambridge
- Offices over 50 countries with 2000+ people
- Academic and professional books and journals, print and online
- English language teaching and education products



CAMBRIDGE
UNIVERSITY PRESS

What we do

Unlock people's potential with the best learning and research solutions



English



Academic



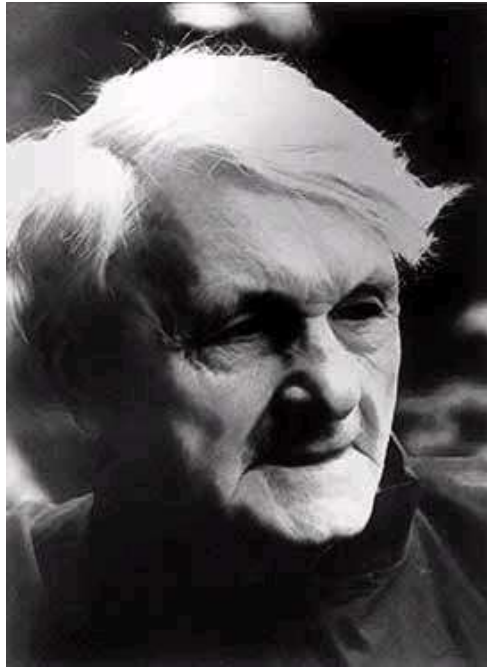
Bibles



Education

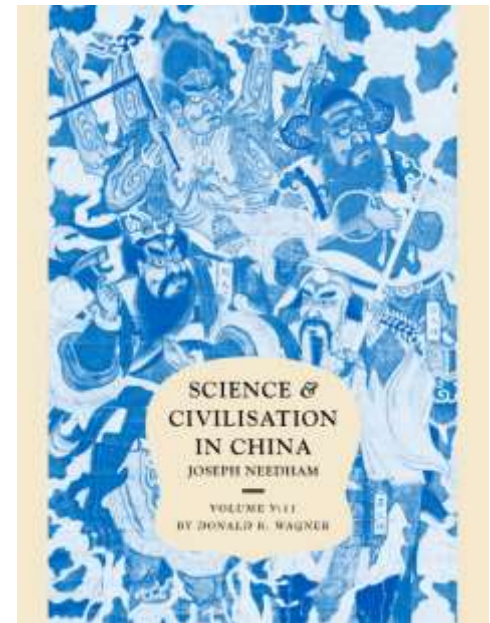


CAMBRIDGE
UNIVERSITY PRESS



李约瑟博士

Dr. Joseph Needham



《中国科学技术史》

Science & Civilisation in China

Cambridge and China

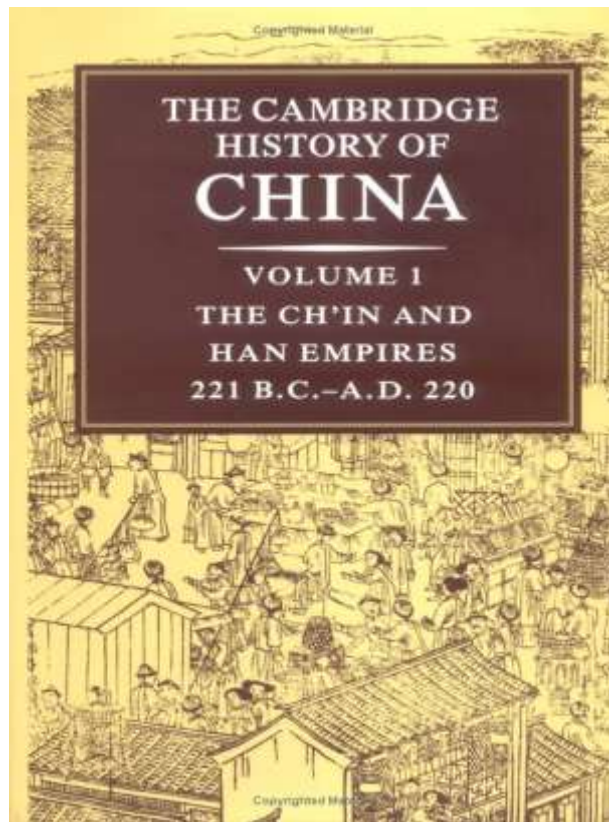


CAMBRIDGE
UNIVERSITY PRESS



费正清博士

Dr. John King Fairbank



剑桥中国史

Cambridge History of China

Cambridge and China



CAMBRIDGE
UNIVERSITY PRESS

剑桥与中国



CAMBRIDGE
UNIVERSITY PRESS

Friday, May 29, 2015, 13:39

UK publisher spreading its wings to new Beijing base

By CHENG YINGQI in Beijing



Cambridge University Press in the United Kingdom. It is the first international publishing house to move its Asian academic headquarters to Beijing. The past 10 years have seen strong growth in the number and quality of academic papers in China. (Photo provide to China Daily Asia Weekly)



CAMBRIDGE
UNIVERSITY PRESS

OVER
1,690
TITLES

1,520+
Cambridge University
Press Titles

180+
Cambridge Library
Collection Titles

145+
Partner Titles

27
Cambridge Journals
Titles

17
Cambridge Journals
Archives Titles

Mathematics

Cambridge is a leading global publisher in pure and applied mathematics, with an extensive programme of high quality books and journals that reaches into every corner of the subject. Our catalogue reflects not only the breadth of mathematics but also its depth, with titles for undergraduate students, graduate students, researchers and users of mathematics. We are proud to include world class researchers and influential educators amongst our authors, and also to publish in partnership with leading mathematical societies.

Cambridge is strong in both pure and applied mathematics, across the following topics:

Abstract analysis, Algebra, Computational science, Differential and integral equations, dynamical systems and control, Discrete mathematics, information theory and coding, Fluid dynamics and solid mechanics, Geometry and topology, Historical mathematical texts, History of mathematics, Logic, categories and sets, Mathematical biology, Mathematical finance, Mathematical modelling and methods, Mathematical physics, Mathematical tables and handbooks, Number theory, Numerical analysis, Numerical recipes, Optimization, OR and risk analysis, Real and complex analysis, and Recreational mathematics

Our highlight books include:

- *Topics in Chromatic Graph Theory* by Lowell W. Beineke and Robin J. Wilson
- *Harmonic and Subharmonic Function Theory on the Hyperbolic Ball* by Manfred Stoll

See also

- JFM Digital Archive p.7

Recent highlights



Key journals



Key book series

- Cambridge Studies in Advanced Mathematics
- Cambridge Texts in Applied Mathematics
- Cambridge Tracts in Mathematics
- Encyclopedia of Mathematics and its Applications
- London Mathematical Society Lecture Note Series
- New Mathematical Monographs
- Lecture Notes in Logic
- Perspectives in Logic



OVER
850
TITLES

840+
Cambridge University
Press Titles

50+
Cambridge Library
Collection Titles

20
Cambridge Journals
Titles

5
Cambridge Journals
Archives Titles

Physics

Cambridge publish leading textbooks, handbooks and monographs that span all areas of physics, and which are written by the top authorities in the field – including several Nobel laureates.

Publishing in the following areas:

Atomic physics, molecular physics and chemical physics; Biological physics and soft matter physics; Computational science and modelling; Condensed matter physics, nanoscience and mesoscopic physics; Cosmology, relativity and gravitation; Econophysics and financial physics; Electronics for physicists; General and classical physics; History, philosophy and foundations of physics; Mathematical methods; Nonlinear science and fluid dynamics; Optics, optoelectronics and photonics; Particle physics and nuclear physics; Plasma physics and fusion physics; Quantum physics, quantum information and quantum computation; Statistical physics; Theoretical physics and mathematical physics; Network science

Our highlights include:

- *Conformal Methods in General Relativity*
- *Principles of Magnetostatics*
- *Quantum Nonlocality and Reality: 50 Years of Bell's Theorem*
- *Grassmannian Geometry of Scattering*
- *Particle Physics of Brane Worlds and Extra Dimensions*
- *Gravity and Strings*
- *Brownian Ratchets*
- *Elements of Slow-Neutron Scattering*

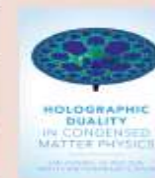
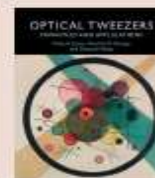
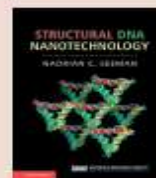
Key book series

- Cambridge Monographs on Mathematical Physics
- Cambridge Monographs on Particle Physics, Nuclear Physics and Cosmology

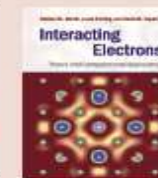
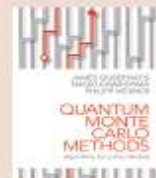
See also

- JFM Digital Archive p.7
- MRS Advances p.7

Highlight ebooks from Cambridge



Recent Highlights



Key journals



OVER
775
TITLES

770+
Cambridge University
Press Titles

25+
Cambridge Library
Collection Titles

16
Cambridge Journals
Titles

16
Cambridge Journals
Archives Titles

Engineering

Cambridge publish books and journals on the theory and practice of engineering, in communications, information theory, signal processing, networks, RF and microwave, circuits and devices, power, materials science, applied photonics, thermal-fluids, mechanics, aerospace, and chemical engineering.

We publish in the following engineering disciplines:

- Electrical engineering
- Mechanical engineering
- Materials science and engineering
- Aerospace engineering
- Chemical engineering
- Biomedical engineering
- Ocean engineering

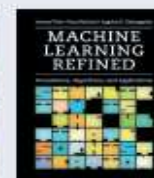
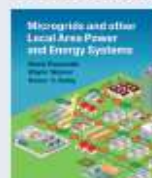
Forthcoming titles include:

- *Analysis and Modeling of Radio Wave Propagation* by Christopher John Coleman
- *LDPC Code Designs, Constructions, and Unification* by Juane Li et al.
- *The Mechanics and Reliability of Thin Films, Multilayers and Coatings* by Matthew R. Begley and John W. Hutchinson
- *Construction Robots: Elementary Technologies and Single-Task Construction Robots, Volume 3* by Thomas Bock and Thomas Linner

Key book series

- Cambridge Aerospace Series
- Cambridge Series in Chemical Engineering
- The Cambridge RF and Microwave Engineering Series
- EuMA Series on High Frequency Technologies

Recent highlights



Key journals



cambridge.org/core

21



CAMBRIDGE
UNIVERSITY PRESS



CAMBRIDGE
PHILOSOPHICAL
SOCIETY



LONDON
MATHEMATICAL
SOCIETY
EST. 1865



Canadian Mathematical Society

MSRI
Mathematical Sciences Research Institute

UAI



INTERNATIONAL ACTUARIAL ASSOCIATION
ASSOCIATION ACTUARIELLE INTERNATIONALE



CAMBRIDGE
UNIVERSITY PRESS

Cambridge Core

The new home of academic content

Search all journal & book content



Or browse by subject

☐ Only search content I have access to

[cambridge.org/core](https://www.cambridge.org/core)



CAMBRIDGE
UNIVERSITY PRESS



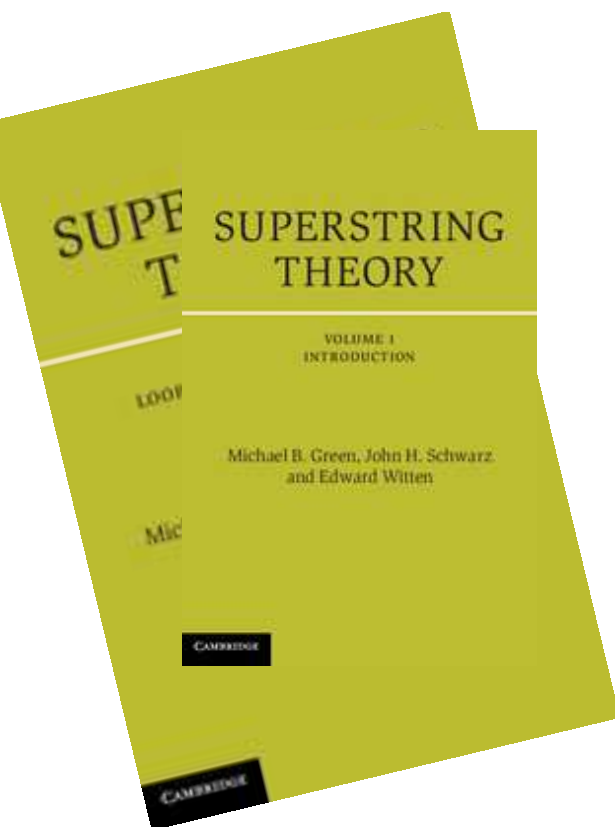
- **Cambridge Core Share** 是一种帮助作者和读者轻松生成期刊文章在线只读共享链接的全新工具。该链接可以在互联网上免费共享，从而提高研究的影响力和可发现性
- 目前适用于 **Cambridge Core** 平台上 **150+** 期刊
- 点击文章页面上的 “Shareable Link” 即可生成共享链接，该链接可在任何地方发布，永久有效且没有阅读次数限制

cambridge.org/coreshare

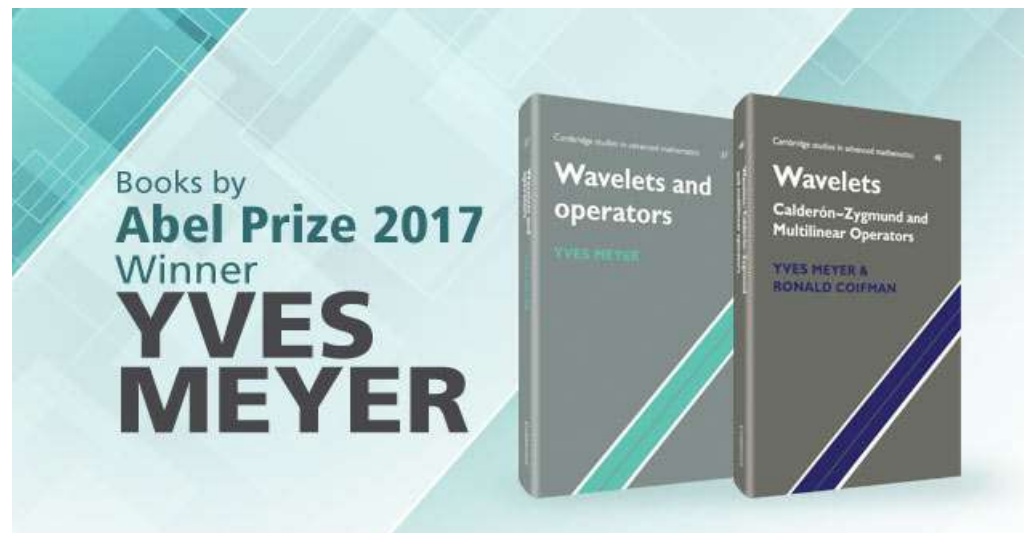
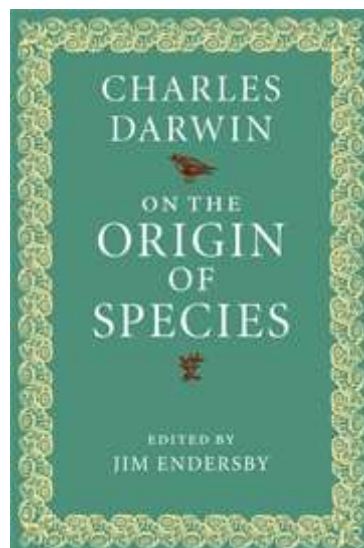
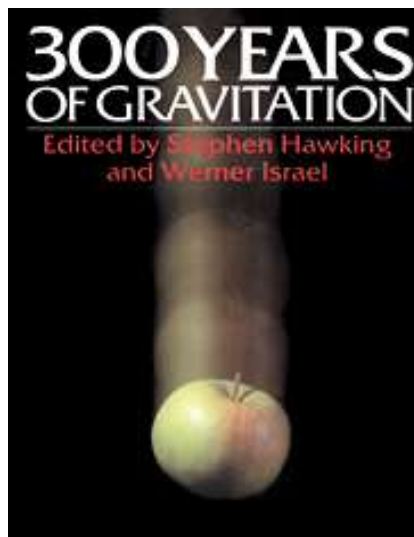
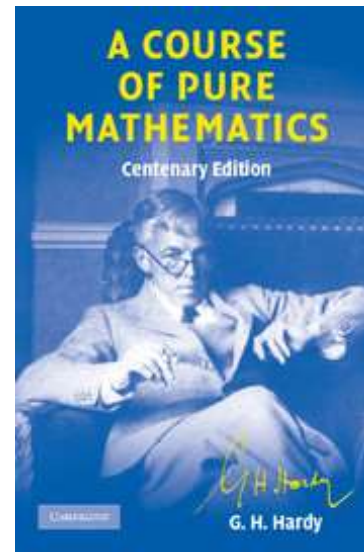
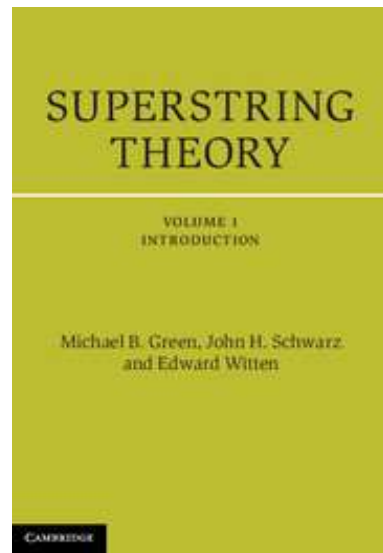
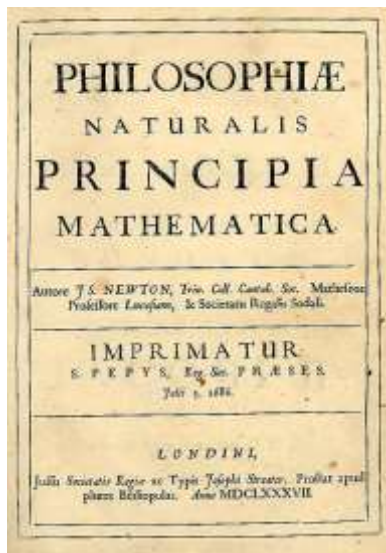
Cambridge
Core Share



CAMBRIDGE
UNIVERSITY PRESS

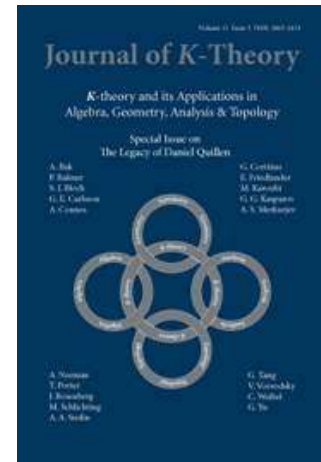
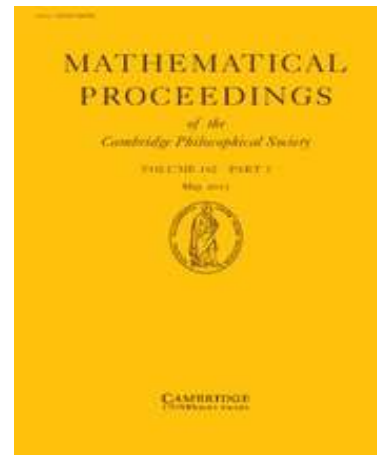


CAMBRIDGE
UNIVERSITY PRESS



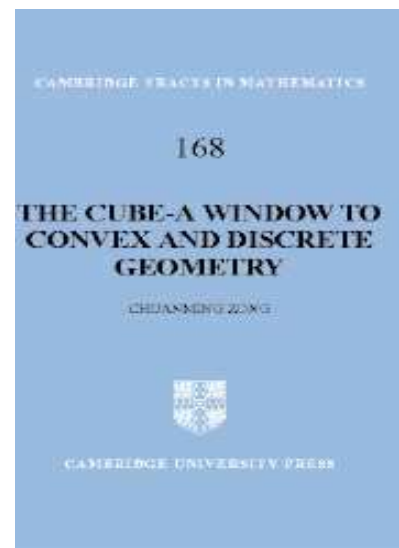
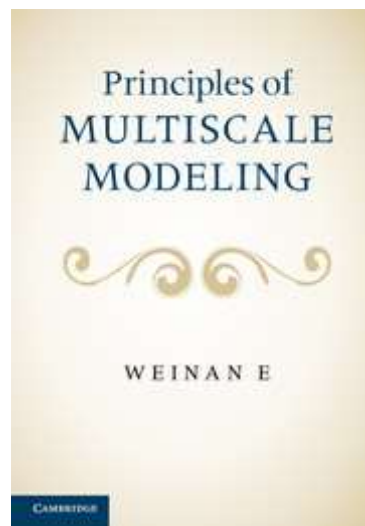
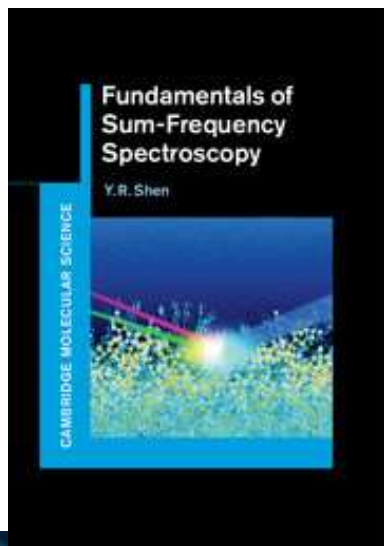
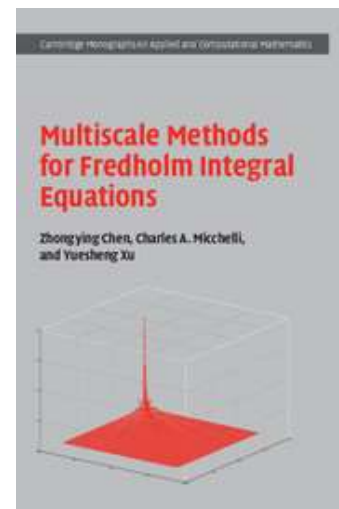
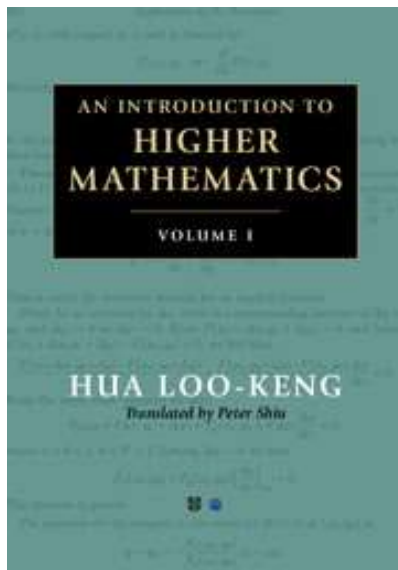
CAMBRIDGE
UNIVERSITY PRESS

Key math&physics science journals



**CAMBRIDGE
UNIVERSITY PRESS**

Books by Chinese Mathematicians and Physicists



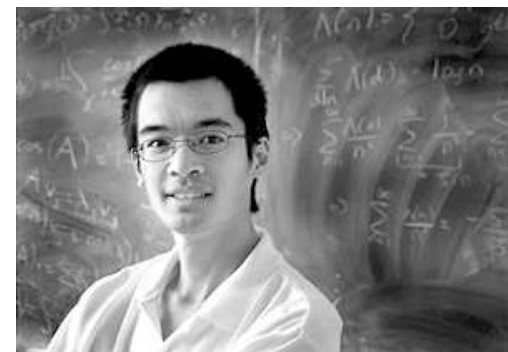
2013新OA数学刊物- Forum of Mathematics, Pi Forum of Mathematics, Sigma

- 免费OA期刊, 13年起免3年投稿费
- 编委为数学各领域大家, 可谓明星云集

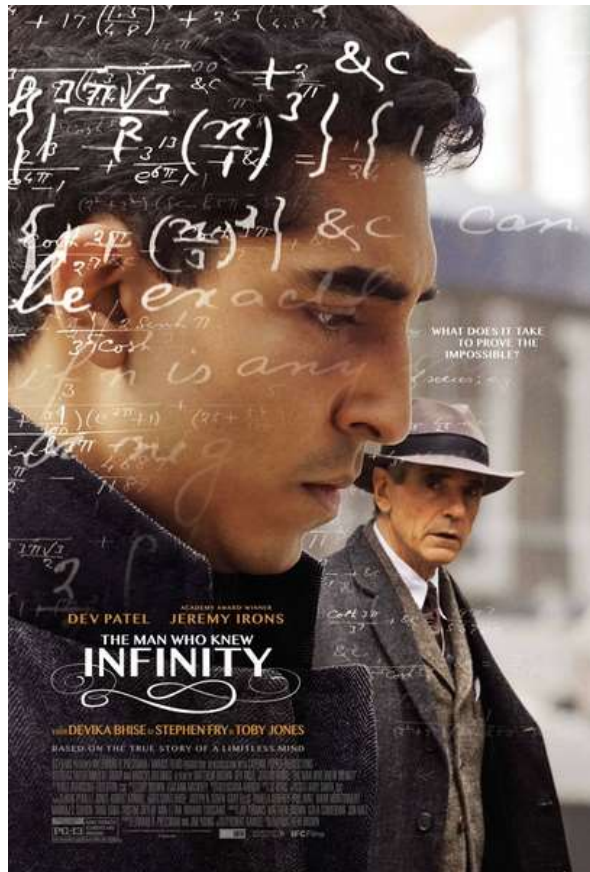
主编-Robin Kirby-**NAS Award for Scientific Reviewing**

编委:

- Terence Tao(陶哲轩) -菲尔兹奖 (2006)
- Sir Timothy Gowers-菲尔兹奖 (1998)
- Curtis T. McMullen-菲尔兹奖 (1998)
- Simon Donaldson-菲尔兹奖 (1986)
- Ingrid Daubechies-国际数学联合会 (IMU) 首任女性主席
-



Why Publish?



There are many ways to be honored in life. For us, being elected a Fellow is certainly one, but in my humble opinion, to leave a legacy, here at the Wren after we are gone, is the greatest !

— G. H. Hardy
“The man who knows infinity”



CAMBRIDGE
UNIVERSITY PRESS

Why publish?

- A core part of an academic's job
- Essential for career progression

“To get to know, to discover, to publish - this is the destiny of a scientist.”

François Arago



CAMBRIDGE
UNIVERSITY PRESS

The scientific publishing landscape

- Over 20,000 journals (more than 25% biomed)
- More than 2 million articles per year
- More than 200,000 new books each year
- STM journals: \$9.7 billion
- Many publishers (some small, some large)



The ten largest publishers

Springer Nature	2,987 journals
Elsevier	2,510
Wiley	2,388
Taylor & Francis	2,105
SAGE	750
Wolters Kluwer	672
Hindawi	438
Cambridge University	351
Oxford University	362
Emerald	290

Source: The STM Report, 4 edition



CAMBRIDGE
UNIVERSITY PRESS

Publishing an article

“There is no form of prose more difficult to understand and more tedious to read than the average scientific paper.”

Francis Crick



CAMBRIDGE
UNIVERSITY PRESS

An article should be:

- Fit for purpose
- Understandable, and written in good English
- Well organized
- Discoverable
- Stable and (ideally) citable



Selecting a journal

- What is the hierarchy of journals in your field?
- How significant are your findings? (The more significant, the higher you can aim.)
- Are your results of interest to a narrow group?
- Is your paper within the scope of the journal?
- Is your paper related to others in a journal?



Selecting a journal

- What is the journal's impact factor?
- Is your paper original research or a review article?
- Does the journal publish special issues?
- Is the journal flourishing; is it always late/under budget?
- Who is on the editorial board?
- Are you looking for traditional or Open Access?
- What is the Open Access policy of the journal?



Impact factor

- Journal X's *impact factor* is the average number of citations in journals indexed by ISI received for papers published in Journal X during the two preceding years
 - IF = Citations in the preceding two years/number of papers in same two years
 - 5 year IF = Citations in the preceding five years/number of papers in same five years

- IF varies by field



2.29



14.96



CAMBRIDGE
UNIVERSITY PRESS

How to avoid immediate rejection

- Write a good paper - mistakes include:
 - Poor English
 - No conclusions
 - Insufficient originality or importance – avoid ‘salami science’!
 - Obvious scientific or logical flaws
 - Absence of a message that the paper is important to the target audience
- **Write a clear, informative abstract**
- Don’t choose an inappropriate journal! Be within the scope.
- Obey the rules in *Instructions to Contributors*
- Submission system requirements
- Make sure all elements are in place (eg double blind?)
- One corresponding author; but approval from *all* authors
- One journal at a time



Example rejection letter 1

- Dear XXXXXX:

I am writing to you with regard to manuscript ***** entitled "xxxxxxxxx" which you submitted to the Journal of ZZZZZZZZZZZZZZ.

I have read your paper, and I consider the paper out of scope. For an explanation of the journal's theme, please see <http://journals.cambridge.org/action/displaySpecialPage?pageId=860>

This web page also explains the formatting rules for submissions.

Thank you for considering the Journal of ZZZZZZZZZZ for the publication of your research. I hope the outcome of this specific submission will not discourage you from the submission of future manuscripts.



Example rejection letter 2

- Dear XXXXXXXX:

I am writing to you in regards to manuscript ***** entitled “xxxxxxxxxxxx”.

As the Editor in Chief, I have read your paper twice over the last two days. While I am somewhat familiar with the area (especially the first three references, plus a bit of the fourth one), I will admit that I could barely follow the flow of ideas in your paper. Unlike regular submissions, your paper jumps right into the middle of a topic, using difficult to understand notation, and giving only the barest of context. I expect that an EiC with my background should be able to follow a paper in this area with much less effort; a pearl should be immediately accessible to an even wider audience (somewhat lacking in background).

Instead of assigning your paper to a Managing Editor, I am therefore taking the liberty to reject your submission immediately. I urge you to read some of the recent theoretical publications in Journal and to compare/contrast with your own submission.

Sincerely,
Editor in Chief



Getting to the peer review stage

- Title: clear, concise, accurate, informative
- Abstract: make people **want** to read your paper
- Key words (use taxonomy supplied by the journal, or international standards)
- Introduction
- Conclusion
- References: not too many self-citations; relevant; recent; check them carefully
- Meaningful figures, labelled carefully
- Concise, comprehensible writing



The ABC of effective writing

- **A – Accuracy**
- **B – Brevity**
- **C – Clarity**



Effective writing

- You can always improve on a first draft
- Avoid the 'passive voice'
 - A novel diode laser was fabricated by the research team. (Passive)
 - We fabricated a novel diode laser. (Active)
- Remove unnecessary words



Figures and illustrations

‘Charts and graphs overload. Charts are supposed to be used judiciously to elucidate rather than obfuscate. Often, having too many charts detracts from the central point or argument and dilutes the power of graphic illustration.’

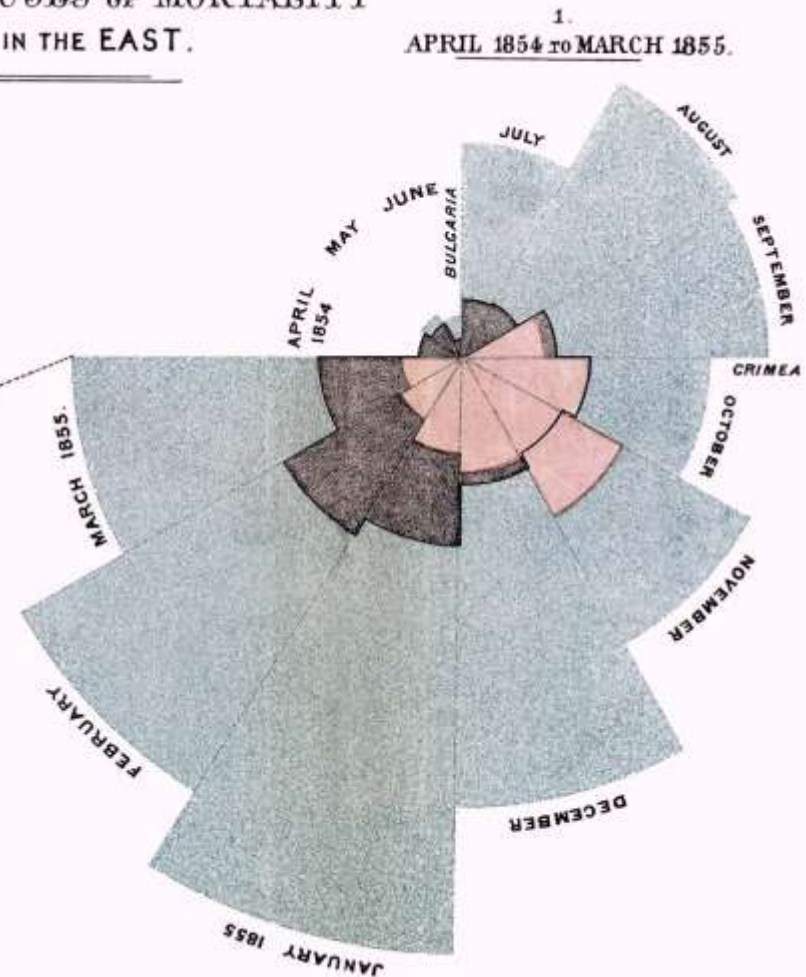
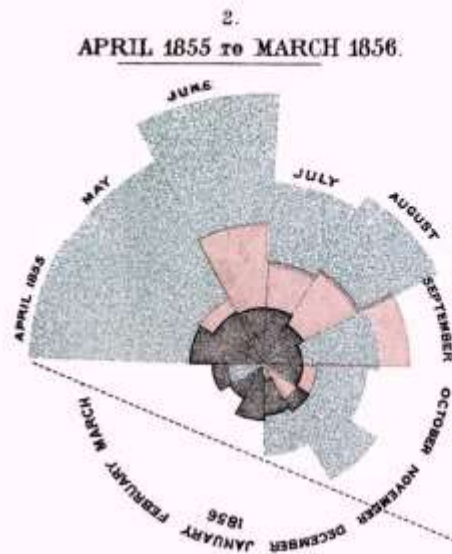
From an actual reviewer’s report



CAMBRIDGE
UNIVERSITY PRESS

The impact of figures...

DIAGRAM OF THE CAUSES OF MORTALITY
IN THE ARMY IN THE EAST.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov^r 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red, in January & February 1856, the blue coincides with the black.

The entire areas may be compared by following the blue, the red & the black lines enclosing them.



Deciding on a title

- Make sure that the title clearly and simply reflects the content of the paper
- Begin review article title with 'A Review of...' (to help with database searches)

Example:

- Original: "*Structural right ventricle changes in first episode heart attack - a longitudinal study*"
- Revised: "*No progressive right ventricle changes during a one-year follow-up of patients with first episode heart attack*"



Revise and resubmit

“I appreciate the reviewers’ comments and suggestions. They are very helpful. Let me respond point by point to the issues they raise.

Referee A:

Page 1. Para 3. I can see that this statement is indeed a little ambiguous. I have now made the point more clearly.

Page 2. Para 2. I have referred to the work mentioned by the reviewers and added a reference.”

...



CAMBRIDGE
UNIVERSITY PRESS

Post-acceptance

A good publisher adds value to the accepted manuscript with:

- Copy-editing
- Production at the highest industry standards
- State-of-the-art online delivery
- Usage statistics available at journal and paper level
- Discoverability; COUNTER compliance; CrossRef; Bibliographic databases; World of Science; PubMed; allowing Google to index;
- Open access options meeting all funding bodies' requirements



Open Access Publishing

- Gold open access – author (more typically a funding body) pays for publication via an article processing charge (APC)
- Green open access – author publishes in a traditional journal but is allowed to post the article on their own site or repository (typically with an embargo period for accepted version)
- Hybrid open access – an open access option in a subscription-based journal
- Beware!



Open Access Journals

- Different approaches to peer review (eg PLoS ONE – technically sound)
- Speed of uptake depends upon funding bodies' policies
- Funding bodies' policies listed at Sherpa/Juliet and publishers' archiving policies listed at Sherpa/Romeo
- <http://www.sherpa.ac.uk>



Open Access Publishing

STM Journals (2015)	\$9.7 billion
OA Journals (2015)	\$304 million
OA Journals (2020) - estimate	\$439 million

(OA revenue growing at 6 times journal growth rate of 1.3%)



CAMBRIDGE
UNIVERSITY PRESS

Publishing a book

Why?

- *The subject needs it*
- *Students need a textbook*
- *Colleagues need a guide*
- *Career progression*
- *Hardly ever for money!*



CAMBRIDGE
UNIVERSITY PRESS



The new home for
Cambridge University Press book authors

Author Hub is the dedicated, online platform for Cambridge University Press book authors. Log in to your personal account for practical advice to support you on your publishing journey, and for access to sales and royalty information, exclusive author discounts, news and more.

If you are a prospective author, you can use Author Hub to find out all you need to know about publishing with us.

[Publish with Cambridge](#)

cambridge.org/authorhub/



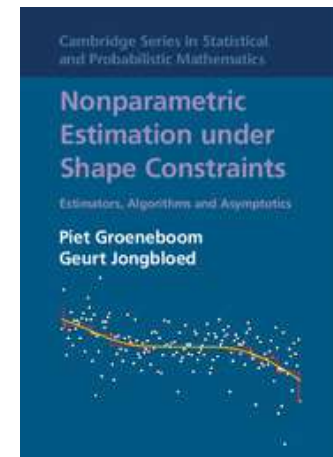
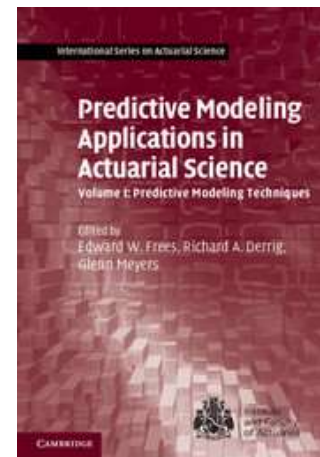
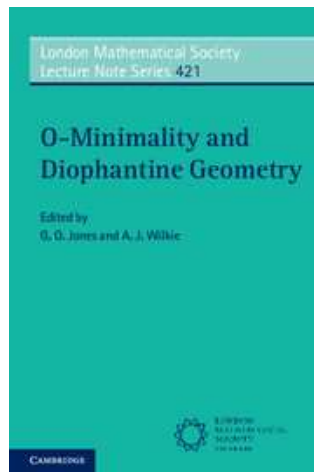
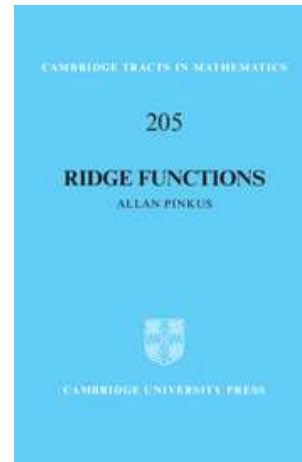
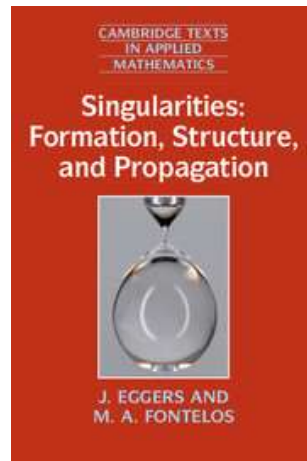
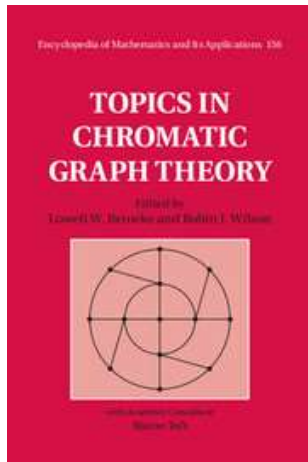
CAMBRIDGE
UNIVERSITY PRESS

The types of book we publish

- Textbooks for students
- Cutting-edge books for individual researchers and graduate students
- Specialized research monographs
- Technical books for practitioners/clinicians
- Multi-volume reference works
- ‘Trade’ books



Mathematical sciences - Key book series



CAMBRIDGE
UNIVERSITY PRESS

A note on edited volumes

- Appropriate for multidisciplinary or emerging fields; common in medicine
- Normal for large reference books
- Not usually appropriate for textbooks
- Very difficult to ensure coherence, consistency in notation, style and level of treatment
- Typically have less long-term influence



How to decide which publisher?

- Editorial and production support
- Prestige
- Marketing
- E-books
- Global reach
- Relevant list
- Personal contact
- Pricing



How do we find the right books?

- Talking to academics and practitioners (customers *and* authors)
- Attending academic and medical/clinical conferences
- Series editors and advisors
- Scanning the literature
- Publishing partnerships
- Submissions



The assessment process

- Generation of a book proposal
- In-house review by editor
- Revision of proposal, if necessary
- External single-blind peer review
- Further revision, if necessary
- Approval of strategy and business model
- Contract offer



Preparing a book proposal

- *Names and affiliations of authors*
- *Title – clear, accurate*
- *Background to the field*
- *Brief description of the book – jargon-free!*
- *Reasons and qualifications for writing*
- *Target readership*
- *Competition – how your book differs*
- *Table of contents*
- *Estimate of length and schedule*
- *Sample material*



PhD theses

- Thorough review of previous scholarship
- Mastery of a specific topic
- Typically too narrow for book-length treatment
- Possible to split into articles



Turning a thesis into a book

- Are those review chapters all necessary?
- Add topics that you might have considered beyond the scope of a thesis
- Is additional explanation necessary?
- Does the framework need to be changed to give a strong narrative argument?
- Eliminate the sense of writing ‘through gritted teeth’
- Consider these points **before** approaching a publisher



Describing the target audience – an example

The book is aimed at researchers, system and chip designers, network planners and technical managers in the wireless communications area.

The book can also be used for a post-graduate course dealing with advanced wireless communications technologies.

Readers should have some basic knowledge of communication theory, information theory and network protocols.



CAMBRIDGE
UNIVERSITY PRESS

Describing the competition – an example

The following texts are often assigned in graduate courses in communication:

Proakis, Digital Communications. Mc-Graw Hill.

Lee et al, Digital Communication. Springer.

Neither of these books follows a lecture style of exposition, and they attempt to provide a comprehensive treatment that is overwhelming for the beginner. These are precisely the shortcomings that the proposed text would attempt to address.



Choosing the right title

An example of editorial input

Original:

A Walkthrough for the Idea and Practice in
Coding and Information Theory

Final:

A Student's Guide to Coding and Information
Theory



CAMBRIDGE
UNIVERSITY PRESS

Taking account of reviews

Reviewer: The book deals with turbo codes in a cursory fashion, almost as an afterthought. While it is fashionable to think of turbo codes as a subset of LDPC codes, the fact remains that turbo codes are far more ingrained into the modern digital communications infrastructure than LDPC codes.

Author: The book is certainly more focused on LDPC codes than any other iterative code. But reviewer A is completely right to point out that for historical reasons turbo codes are very important. Therefore, I have decided to add a chapter on turbo codes.



Summary of assessment process



Approval by the Press Syndicate

- Governing body of Cambridge University Press (Since 1698)
- 18 members - 'Syndics'
- All new publications (books and journals) must be approved by the Press Syndicate



The assessment process



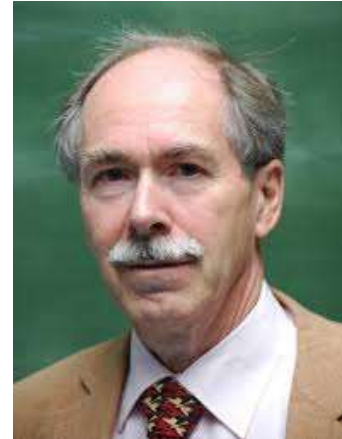
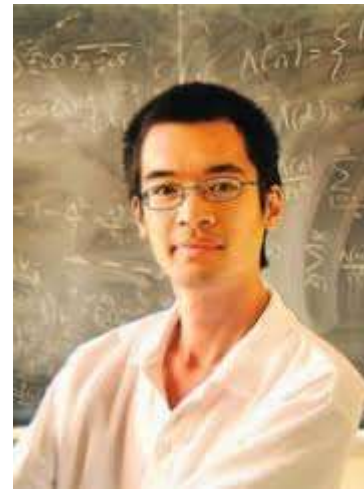
Robert Gallager
MIT

Stephen Hawking
Cambridge



Steven Weinberg
University of Texas

Terrence Tao
UCLA



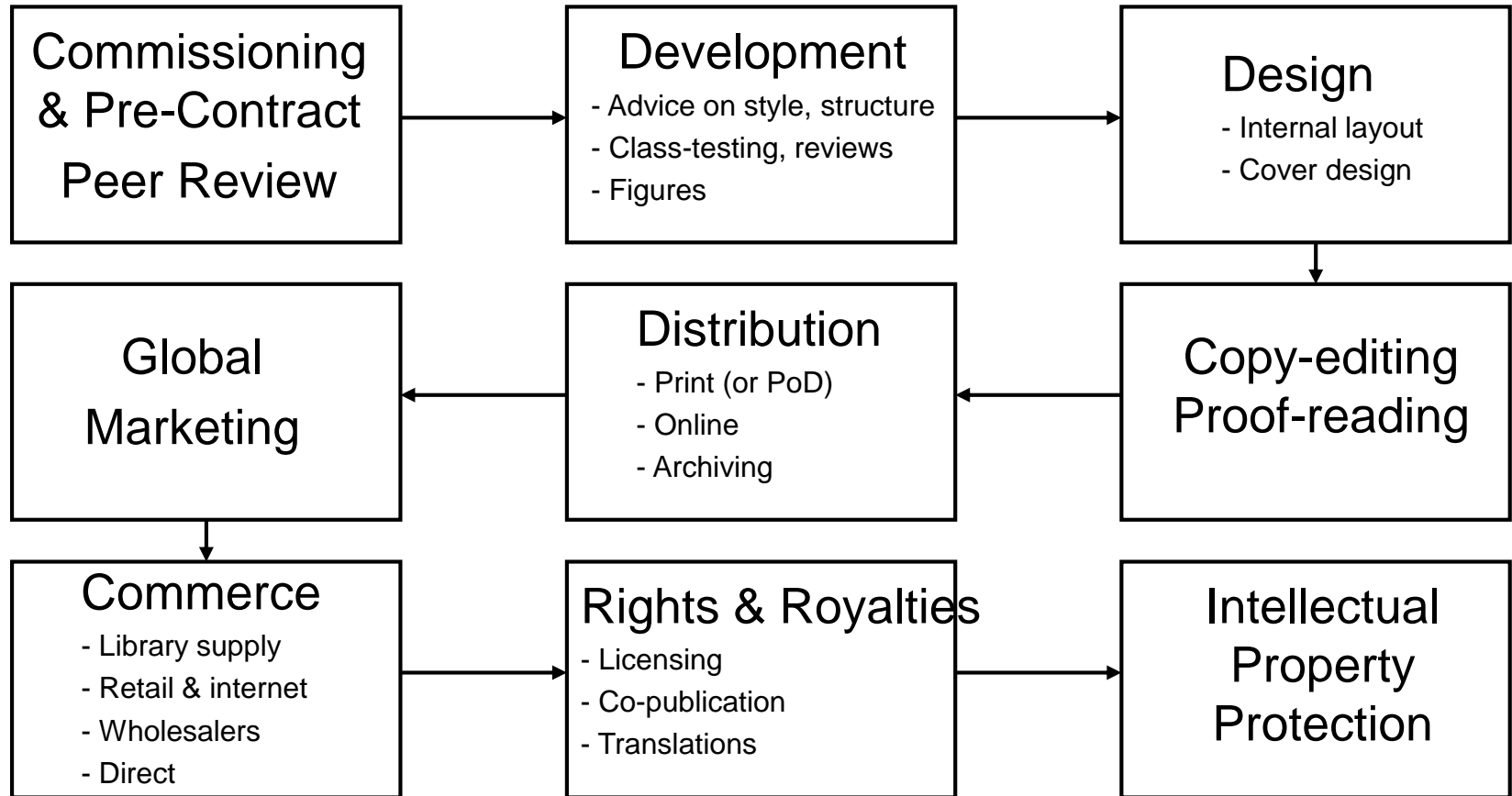
Gerard 't Hooft
Utrecht

The same process for everyone



CAMBRIDGE
UNIVERSITY PRESS

What does the publisher do?



Why do people sign with Cambridge?

A unique offering:

- Respected brand, standing for excellence
- Do not exist to deliver a profit to shareholders
- Quality of overall list (*books and journals*)
- Production standards
- Seamless global marketing and distribution
- Collaborative way of working
- Stability
- Fair and competitive pricing
- We seek a long term publishing relationship



CAMBRIDGE
UNIVERSITY PRESS

The book contract

- Confirms details of title, word (or page) count and delivery schedule and proposed publishing format
- If contract offered on basis of a prospectus, may have a clause requiring a 'clearance reading' before final acceptance
- Confirms who owns copyright
- Confirms the obligations of the publisher
- Confirms financial terms



New publishing models: beyond books and journals

- Short books – something between a book and a review/survey article
- Open access books – eg Knowledge Unlatched
- Interactive e.g. iPython, Cloud, Wolfram
- New ways of accessing information



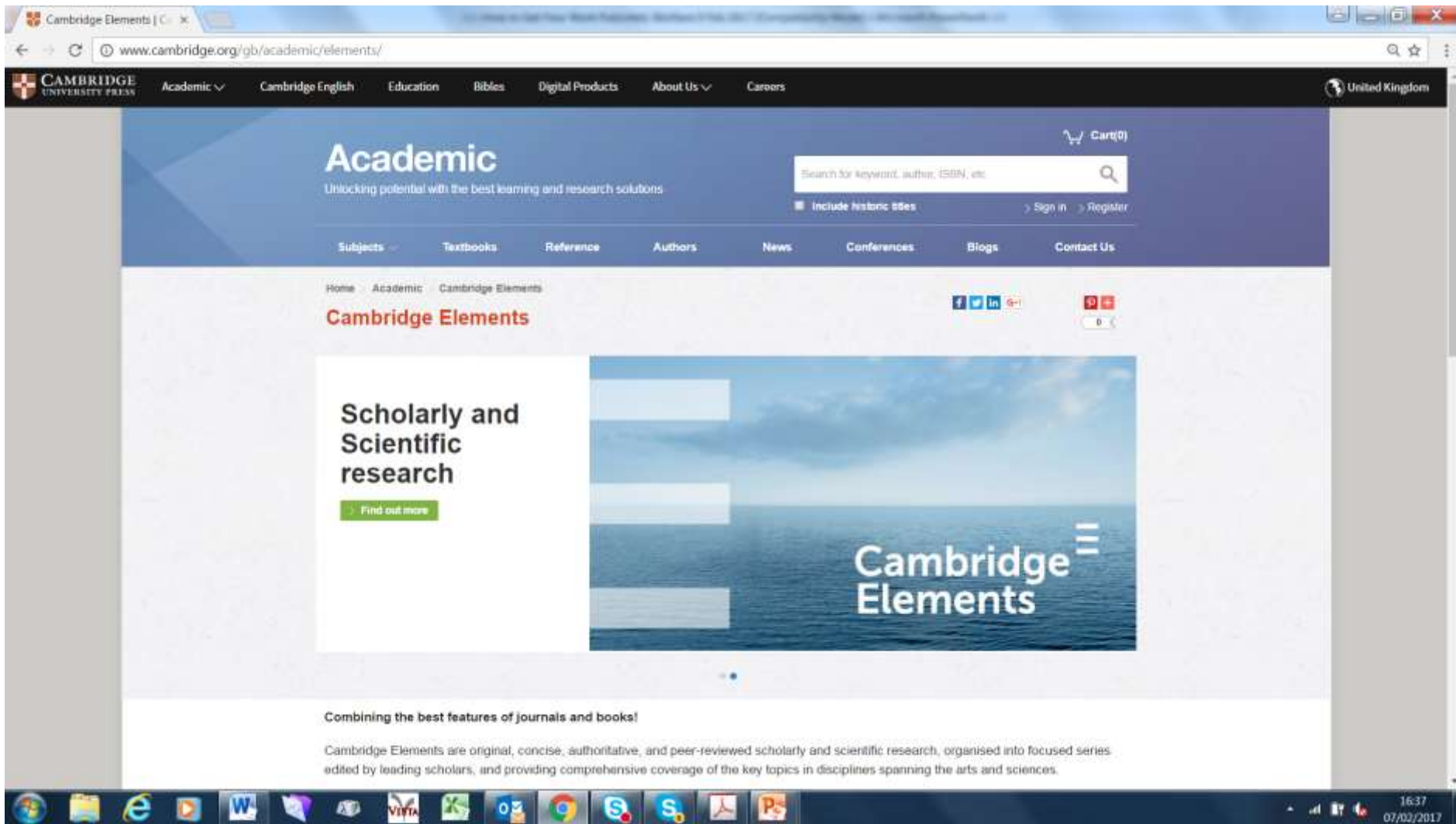
A new format ... introducing Cambridge Elements



- Combining best of both books and journals
- Edited by leading scholars
- Strong quality control
- 20-30k word (45-70 pages) limit
- Rapid publication
- Main format is digital, allowing superior functionality
- Launch mid-2017



<http://www.cambridge.org/elements>



The screenshot shows the Cambridge Elements website in a web browser. The address bar displays www.cambridge.org/gb/academic/elements/. The top navigation bar includes the Cambridge University Press logo, a search icon, and links for Academic, Cambridge English, Education, Bibles, Digital Products, About Us, and Careers. A 'United Kingdom' location selector is on the right. Below the navigation bar, the 'Academic' section is highlighted with the tagline 'Unlocking potential with the best learning and research solutions'. A search bar is present with the placeholder text 'Search for keyword, author, ISBN, etc.' and a magnifying glass icon. Below the search bar, there are links for 'Include historic titles', 'Sign in', and 'Register'. A horizontal menu lists various categories: Subjects, Textbooks, Reference, Authors, News, Conferences, Blogs, and Contact Us. The main content area features a large banner with the text 'Cambridge Elements' and a background image of a blue sky and ocean. To the left of the banner, the text 'Scholarly and Scientific research' is displayed, followed by a green button labeled 'Find out more'. Below the banner, a section titled 'Combining the best features of journals and books!' is visible, followed by a paragraph describing the content: 'Cambridge Elements are original, concise, authoritative, and peer-reviewed scholarly and scientific research, organised into focused series edited by leading scholars, and providing comprehensive coverage of the key topics in disciplines spanning the arts and sciences.'

Cambridge Elements | Search

www.cambridge.org/gb/academic/elements/

CAMBRIDGE UNIVERSITY PRESS Academic Cambridge English Education Bibles Digital Products About Us Careers United Kingdom

Academic

Unlocking potential with the best learning and research solutions

Search for keyword, author, ISBN, etc.

Include historic titles Sign in Register

Subjects Textbooks Reference Authors News Conferences Blogs Contact Us

Home Academic Cambridge Elements

Cambridge Elements

Scholarly and Scientific research

Find out more

Cambridge Elements

Combining the best features of journals and books!

Cambridge Elements are original, concise, authoritative, and peer-reviewed scholarly and scientific research, organised into focused series edited by leading scholars, and providing comprehensive coverage of the key topics in disciplines spanning the arts and sciences.

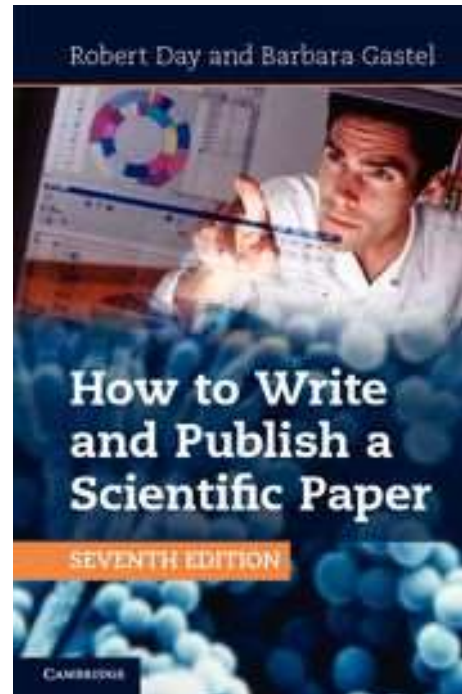


CAMBRIDGE
UNIVERSITY PRESS

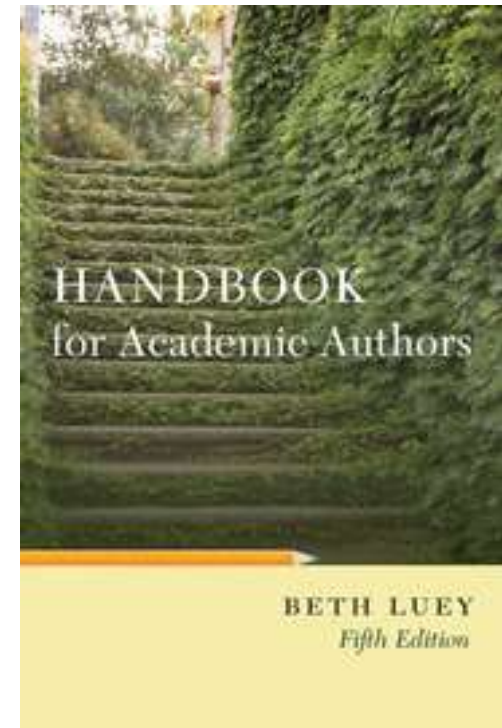
Very useful resources



Gustavii



Day and Gastel



Luey



CAMBRIDGE
UNIVERSITY PRESS

Questions?

“What is written without effort is in general read without pleasure.”

Samuel Johnson

“You know that I write slowly. This is chiefly because I am never satisfied until I have said as much as possible in a few words, and writing briefly takes far more time than writing at length.”

Carl Friedrich Gauss

Contact: **Linglei(John) Meng**, jmeng@cambridge.org



CAMBRIDGE
UNIVERSITY PRESS



CAMBRIDGE
UNIVERSITY PRESS

欢迎关注
剑桥大学出版社微信公众号
CambridgeAcademic



CAMBRIDGE
UNIVERSITY PRESS

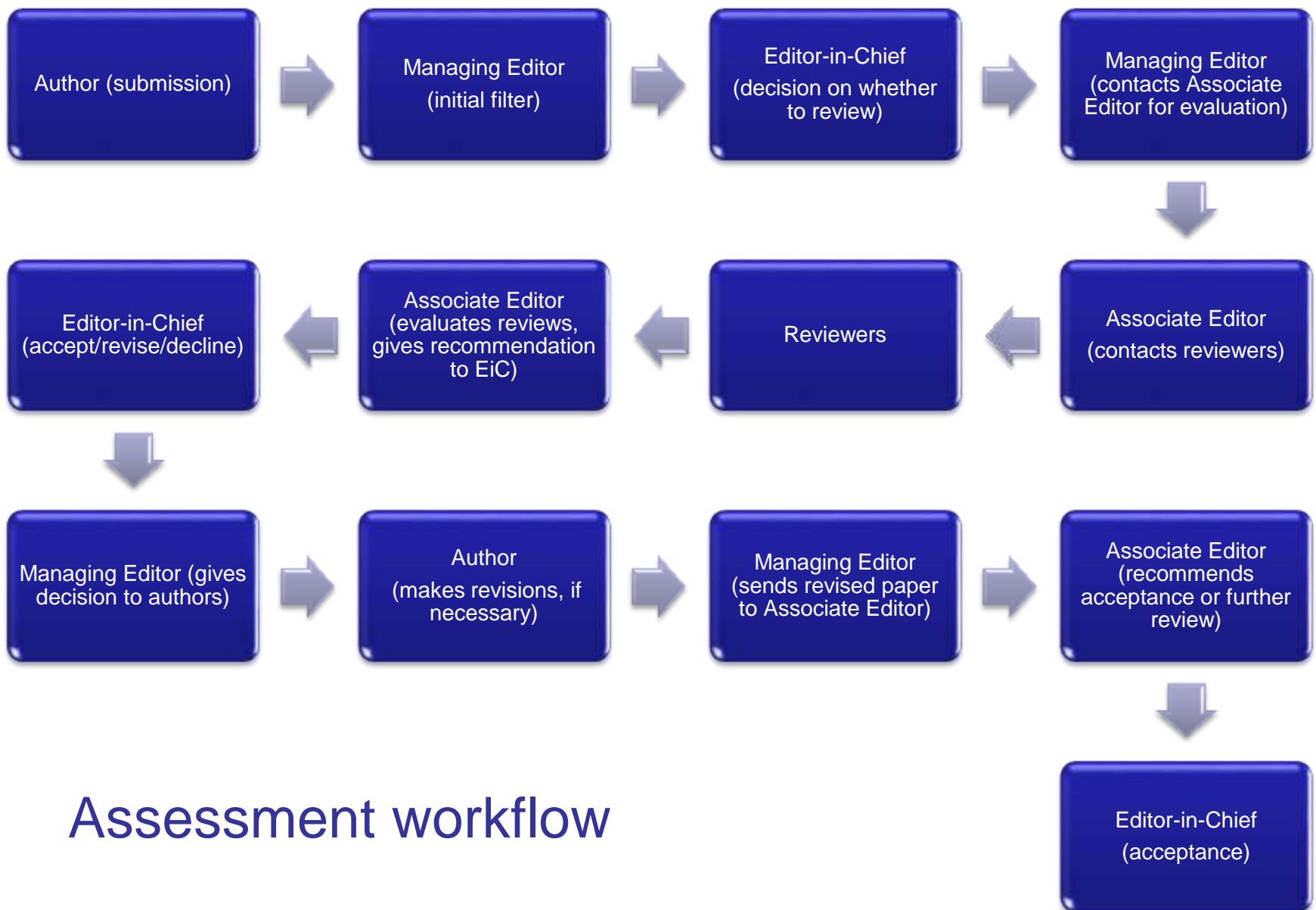


Thanks

Linglei Meng, jmeng@cambridge.org



CAMBRIDGE
UNIVERSITY PRESS



Assessment workflow



Production workflow

