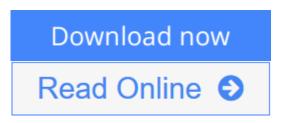


# Writing and Developing Your College Textbook: A Comprehensive Guide to Textbook Authorship and Higher Education Publishing, Second Edition

By Mary Ellen Lepionka



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This is a revised and expanded edition of a popular professional guide for academic authors and editors on textbook writing and higher education publishing. The new edition contains two new chapters on recent industry developments in the Information Age and the uses of learning objectives in textbook package development. New topics include pricing solutions, market segmentation in scholarly publishing, academic self-publishing, digitization, open access, wiki-textbooks, and author-editor/ author-publisher relations. The second edition features many new examples, practical tools, and links to resources for academic authors.

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### **Editorial Review**

#### Review

In only a few years a great deal has changed in academic publishing, and only part of that change has been in available and applicable technologies. In this edition, practitioner and consultant Lepionka explains current developments in digitization, wiki-textbooks and pricing, but also concentrates on textbook writing, such as setting learning objectives to develop the entire textbook package, and adds more links to resources, practical authoring tools and examples. She reviews the industry and how it publishes textbooks, then covers proposals, contracts, audience assessment, authorial voice, learning objectives, heading structure, pedagogical considerations, feature development, drafting and revising, schedule and length control, citations and permissions, and visuals. The result is a practical guide that covers a wide range of fields and provides solid support for textbook editors as well as college instructor-authors. --Shannon Hendrickson, Associate Editor, Book News Inc.

Your book is very thorough and a good guide for newbies and probably for some experienced people. The real problem today is getting the attention of a publisher, especially now that so many of the great old houses...are gone or conflated into larger houses....I was very much impressed at your comprehensive discussion of textbook publishers in your Appendix....It's not easy to get through all the confusion that now exists....I think your book is especially valuable as a reference for textbook writers...The incredible variety of disciplines that demand textbooks makes it difficult to cover everything, but you do a very fine job with this book....I have friends interested in textbook writing and I will recommend your book. --Lee A. Jacobus, Professor Emeritus, University of Connecticut

I just wanted to offer one last thanks for all of the help you offered for my clinical psychology textbook, currently in press and scheduled to be released in January. As I look back on the authorship process, your book and our phone conversations were invaluable...Thanks again for all of your help and expertise. I'm sure that the second edition of Writing and Developing Your College Textbook will be extremely helpful to many authors. --Any Pomerantz, Ph.D., Associate Profession, Southern Illinois University

#### From the Publisher

With working wisdom and a wealth of concrete examples, Lepionka's book explains how to achieve both pedagogical and commercial success as a textbook author and as an expository writer in general.

#### From the Author

My principal goal in writing this book is to empower authors to undertake textbook development on their own to enhance their chances of success. Writing and crafting a textbook and attending to other authoring tasks is a time-consuming, complex-some would say monumental-project, even harrowing at times. Publishers may contribute little to this process beyond assigning advances. Even large houses seldom employ more than a dozen staff development editors, who tend to be reserved for signings with the highest projections of sales. At the same time, outsourced development projects may lack commitment or quality control. As the textbook author, you are your best bet.

You are an expert in your field, but you are not an expert in textbook publishing, which is equally multifaceted, layered, and nuanced. Thus, you need the publisher and the publisher's agents, or else the publishing agents' knowledge and skills. This book aims to share with you the knowledge and skills of the

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### **Users Review**

#### From reader reviews:

#### Jesus Loveless:

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#### **Kent Dennis:**

Playing with family in the park, coming to see the coastal world or hanging out with close friends is thing that usually you could have done when you have spare time, after that why you don't try factor that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Writing and Developing Your College Textbook: A Comprehensive Guide to Textbook Authorship and Higher Education Publishing, Second Edition, you may enjoy both. It is fine combination right, you still need to miss it? What kind of hang type is it? Oh can happen its mind hangout people. What? Still don't have it, oh come on its called reading friends.

#### Kate Vasquez:

Is it a person who having spare time after that spend it whole day through watching television programs or just telling lies on the bed? Do you need something new? This Writing and Developing Your College Textbook: A Comprehensive Guide to Textbook Authorship and Higher Education Publishing, Second Edition can be the answer, oh how comes? It's a book you know. You are therefore out of date, spending your free time by reading in this new era is common not a nerd activity. So what these guides have than the others?

#### **Estella Pierre:**

As we know that book is essential thing to add our knowledge for everything. By a reserve we can know everything we would like. A book is a group of written, printed, illustrated as well as blank sheet. Every year was exactly added. This reserve Writing and Developing Your College Textbook: A Comprehensive Guide to Textbook Authorship and Higher Education Publishing, Second Edition was filled in relation to science. Spend your free time to add your knowledge about your scientific disciplines competence. Some people has

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