The traditional face of academic publishing
The Press Syndicate

- Academic members of the University
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The modern face of academic publishing
Typical academic monographs

- Liturgy and Literature in the Making of Protestant England by Timothy Rosendale
- Beyond Anger: A Study of Juvenal's Third Book of Satires by S. H. Braund
- Brian Friel, Ireland, and The North by Scott Boltwood
Cambridge Companions to Literature
Texts and editions
Works of reference

THE CAMBRIDGE ANCIENT HISTORY

XII
THE CRISIS OF EMPIRE
A.D. 193–337
Cambridge journals
The monograph

• Brought back from near extinction
Andrew Wallace Hadrill

• Published in paperback. 1400 copies sold in one year
‘Successful’ monograph

- William St Clair: The Reading Nation in the Romantic Period
- 1000 hardback sales
- (2004)
- 1000 paperback sales
- (2007)
The modern global marketplace
The polar bear

seeking the ice floe for refuge from a slowly-melting sea.