

The traditional face of academic publishing



The Press Syndicate

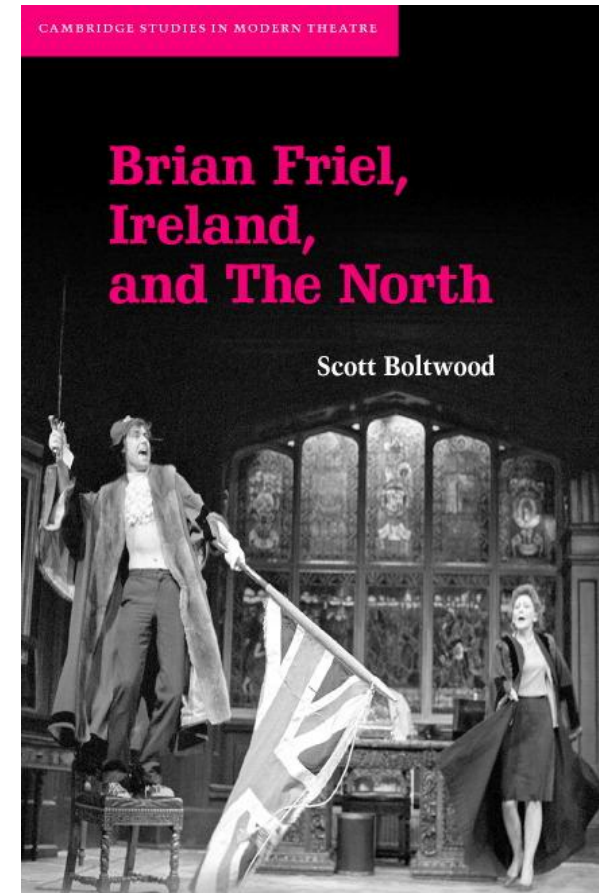
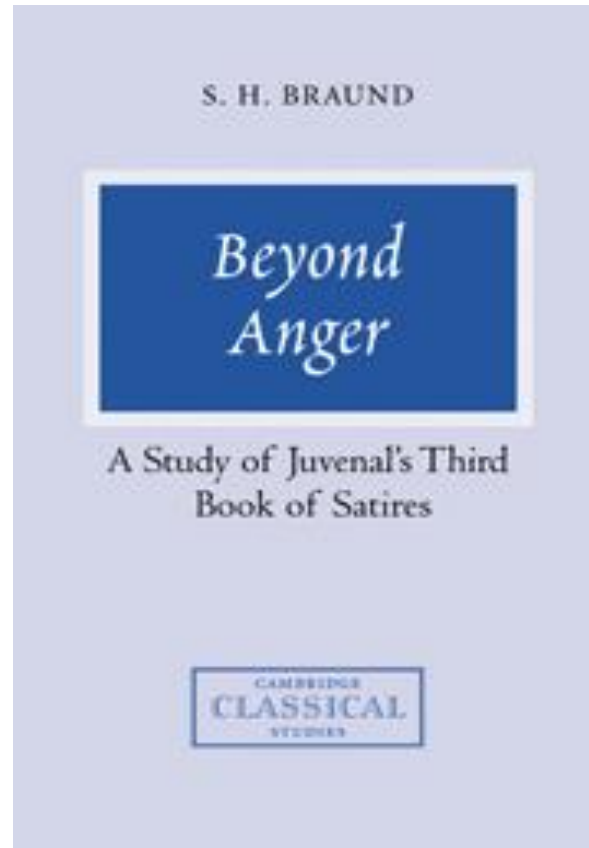
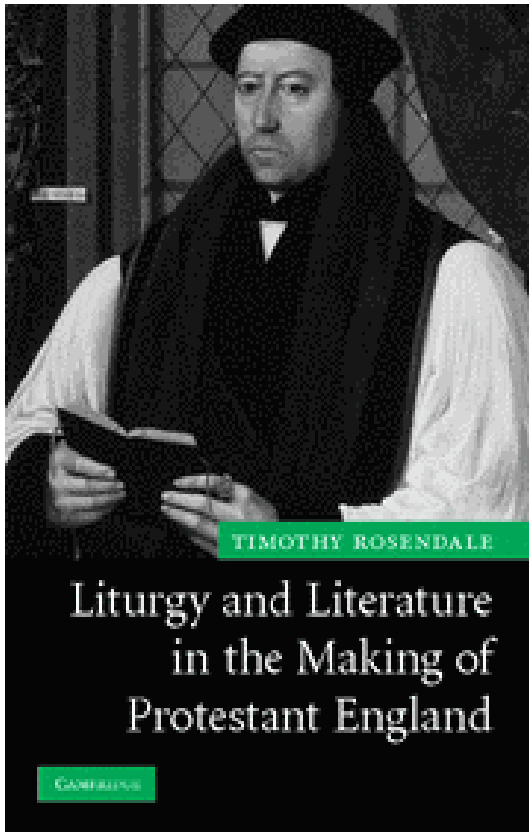


- Academic members of the University
- responsible for the quality of our books
- Sit in judgement over publishing proposals

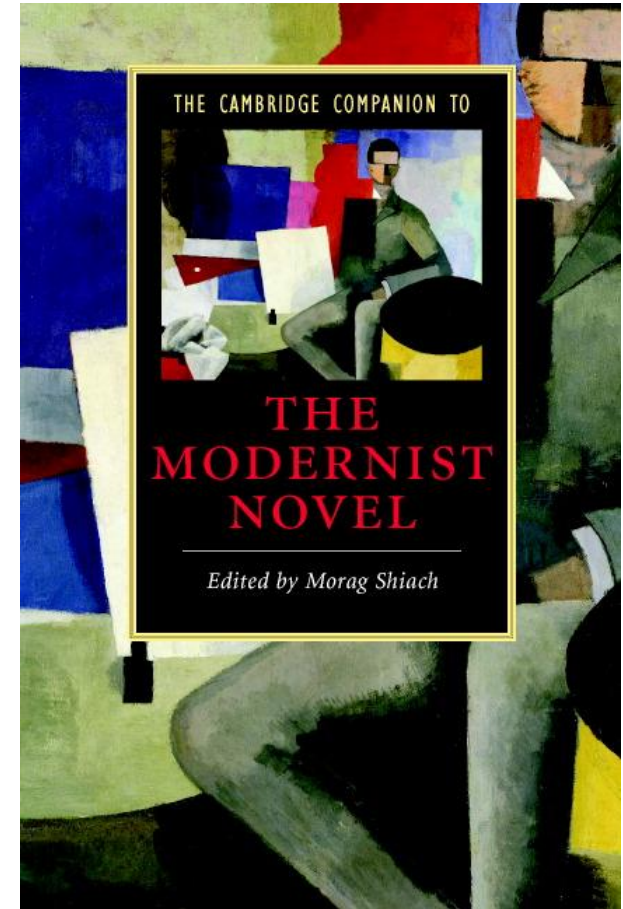
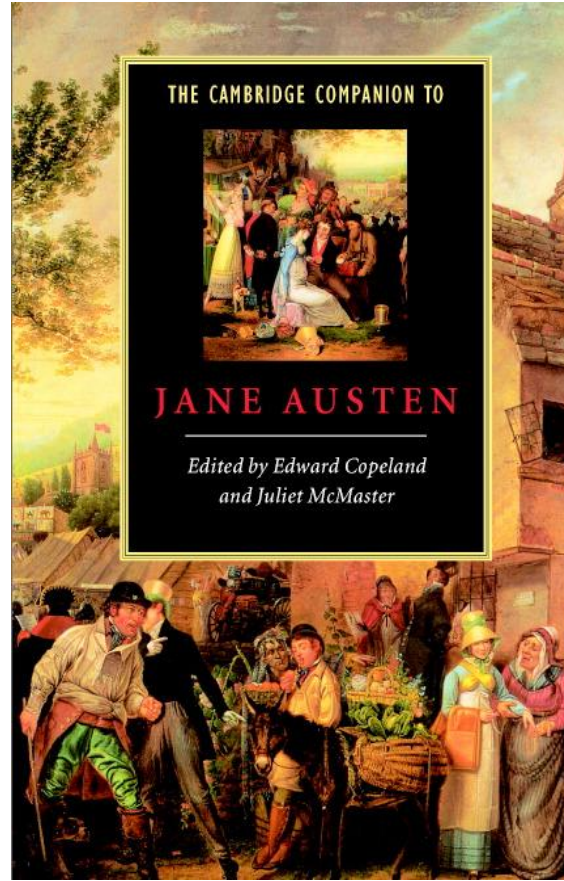
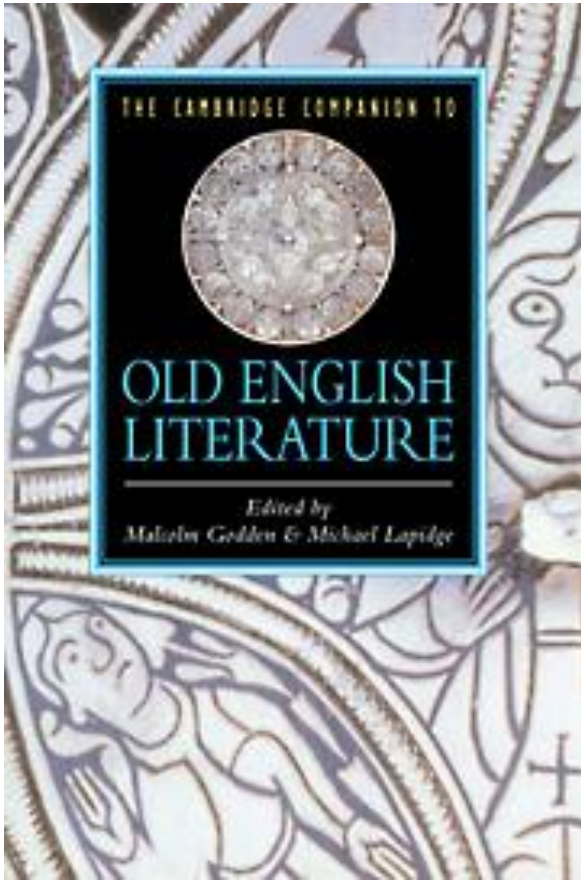
The modern face of academic publishing



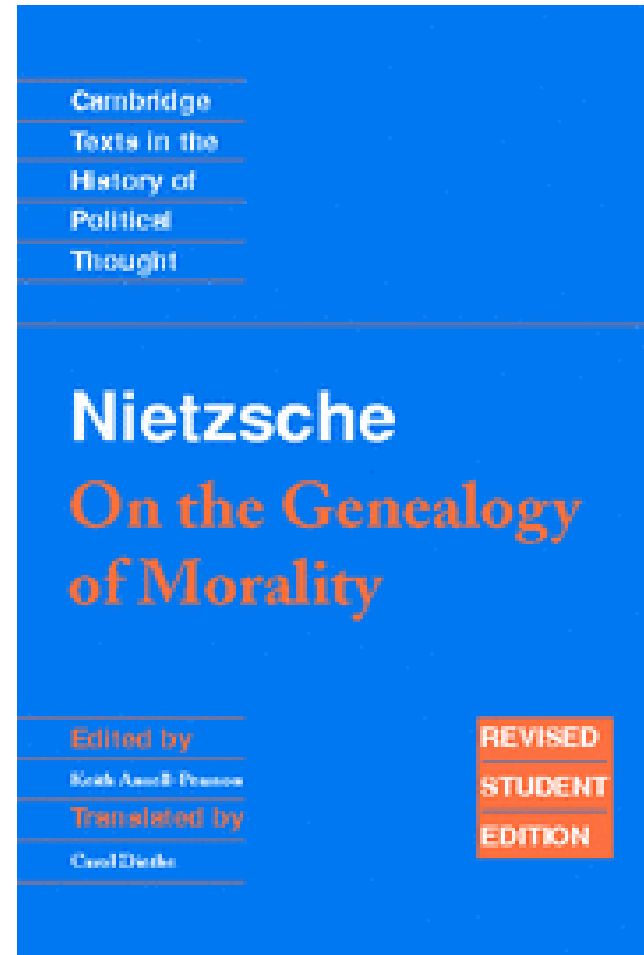
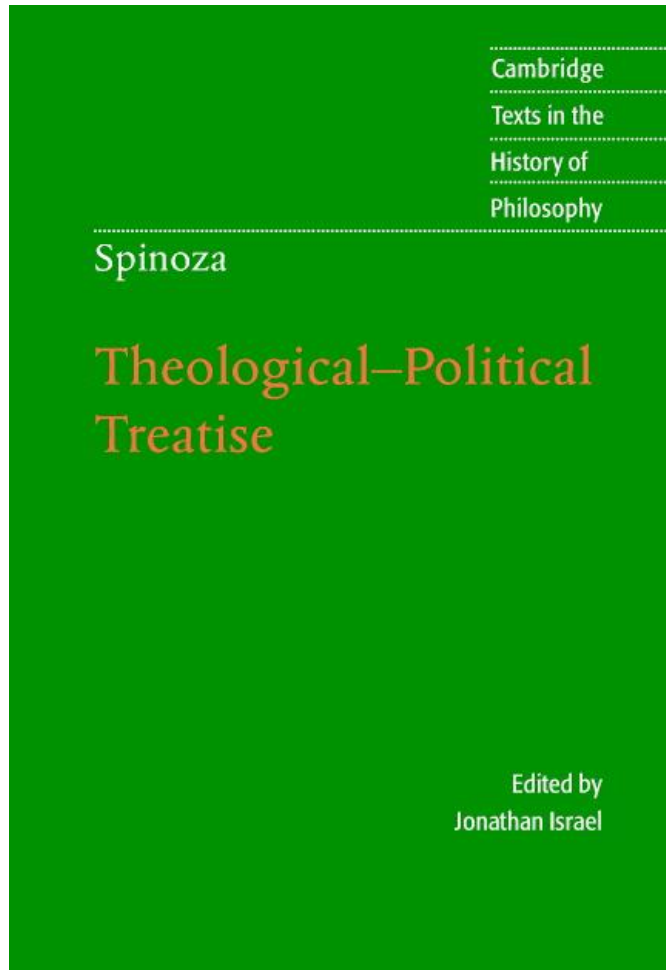
Typical academic monographs



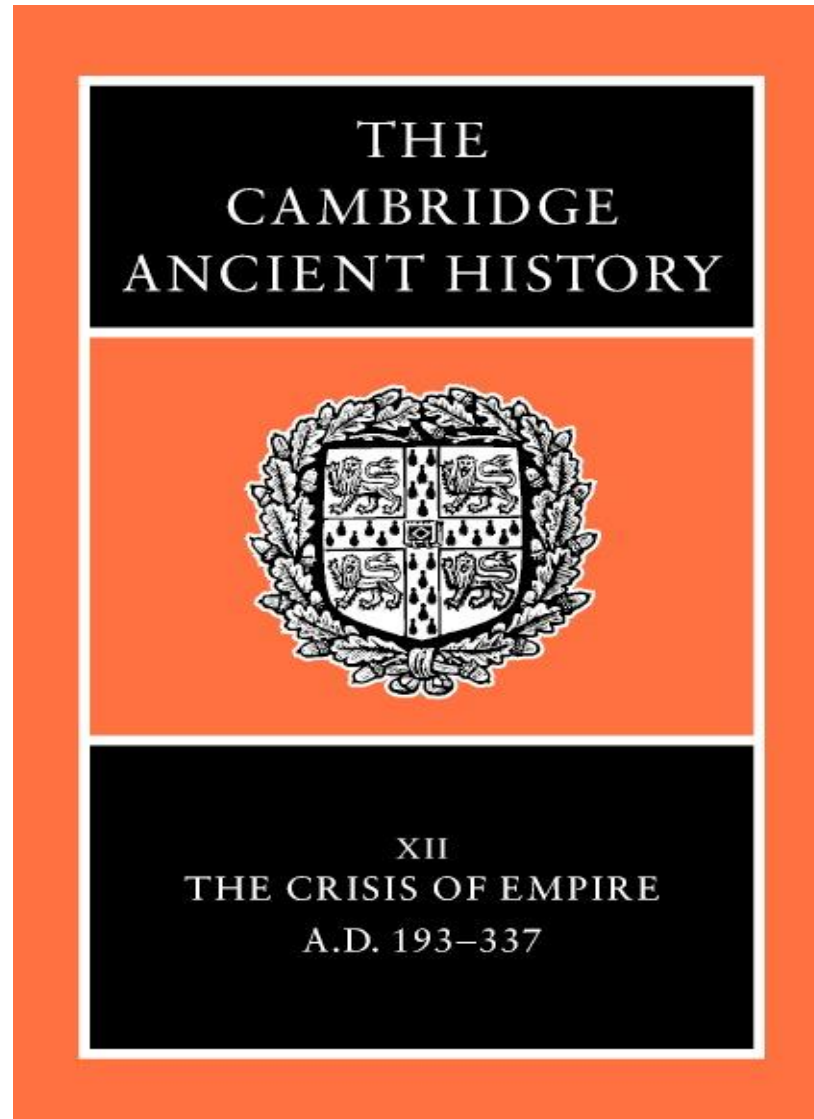
Cambridge Companions to Literature



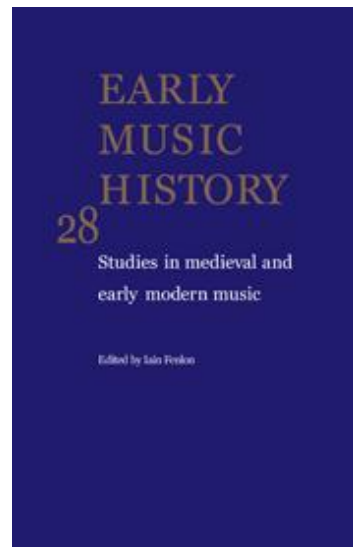
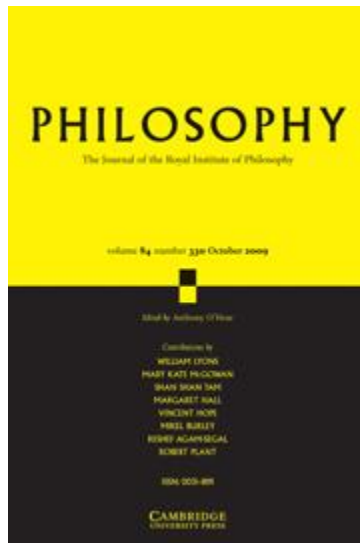
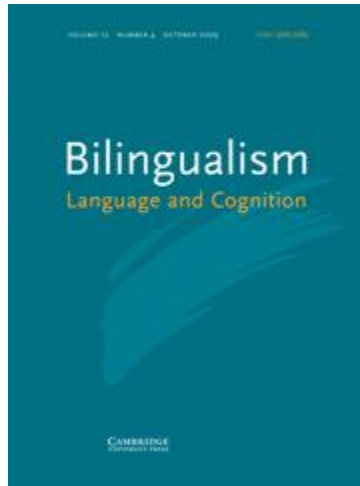
Texts and editions



Works of reference



Cambridge journals



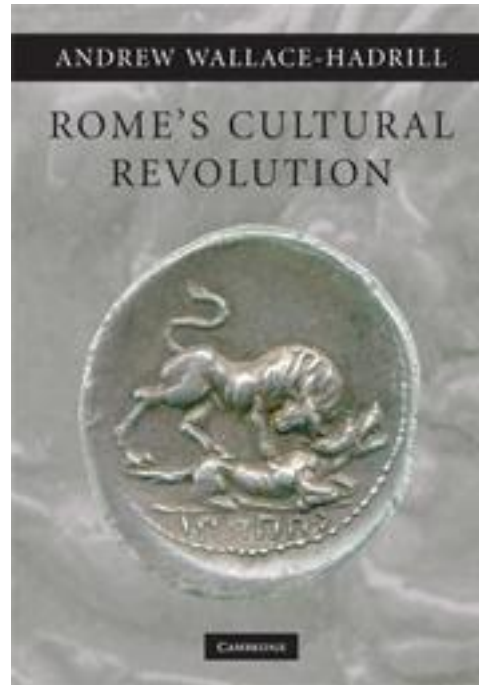
The monograph

- Brought back from near extinction



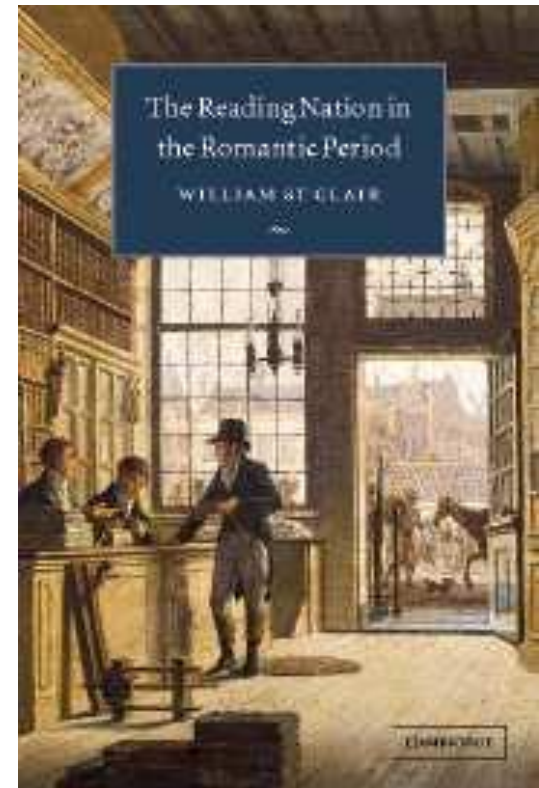
Andrew Wallace Hadrill

- 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.