

“Exploring the intellectual capital of an academic publisher: A case study”

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Abstract:

The following case study will focus on how one independent publishing company, Chandos Publishing, manages its intellectual capital and the relationships it creates (and maintains) with its growing stable of authors. Beginning with a general overview of the academic and STM (Scientific, Technical and Medical) publishing field, the presentation will cover the following: how the publisher identifies and invites selected authors for publication; the conversations surrounding the ideas for possible publication; the submission and review of the book proposal; and finally, the company’s publishing programme from raw manuscript to finished book and beyond. As curators of content, publishers play an important role in selecting and promoting the intangible assets of their authors to the correct market, and like libraries, publishers face competition, new economic pressures, and the rising tide of digital technology. These activities will be compared in relation to the unique identifiers of intellectual capital management outlined in Kostagiolas’ *Managing Intellectual Capital in Libraries*, published by Chandos in February 2012.