

**Beyond Books:  
What STM and Social Science Publishing  
Should Learn from Each Other**

**Publishing for HSS and STM:  
Differences of Kind or of Degree?**

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Berg Publishers  
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**What's the Same?**

**What's Different?**

- Differences of Degree
- Differences of Kind

**An HSS Publisher's Response**

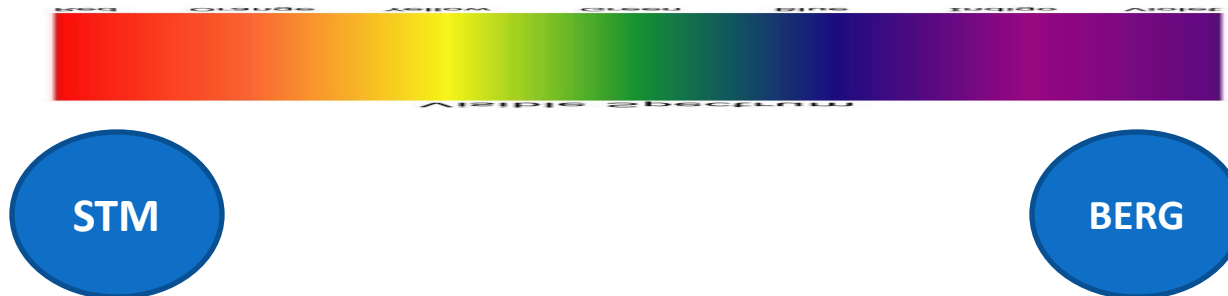
**What's (Still) Wrong?**

# What's the Same?

- ❖ Academic environment
- ❖ Academic career drivers – the role of the publication
- ❖ Academic culture/behaviours

For publishing:

- ❖ A constant and ever-growing input market
- ❖ A spectrum of outputs and formats



# What's different?

## *Differences of degree*

- ❖ Research funding
- ❖ Research/publication formats
- ❖ Article output
- ❖ Citation behaviour, bibliometrics and “impact”
- ❖ The relationship between research and teaching

## For publishing:

- ❖ The value of HSS markets
- ❖ The demand for books – and for print
- ❖ The role of the commissioning editor
- ❖ Open access and institutional repositories

# What's different?

## *Differences of kind*

- ❖ Language
- ❖ The presentation (and ownership) of the research study subject

## An HSS Publisher's Response to These Challenges

- ❖ Publishing in languages other than English:

The logo for Berlin Verlag, featuring a red stylized tree icon to the left of the text "BERLIN VERLAG" in a red serif font. The entire logo is enclosed in a blue oval border.

BERLIN VERLAG

- ❖ Translation:

The logo for "Art in Translation", with the words "Art in" stacked above "Translation" in a white sans-serif font. The text is set against a black rectangular background. Two overlapping red and orange circular swooshes are positioned behind the text.

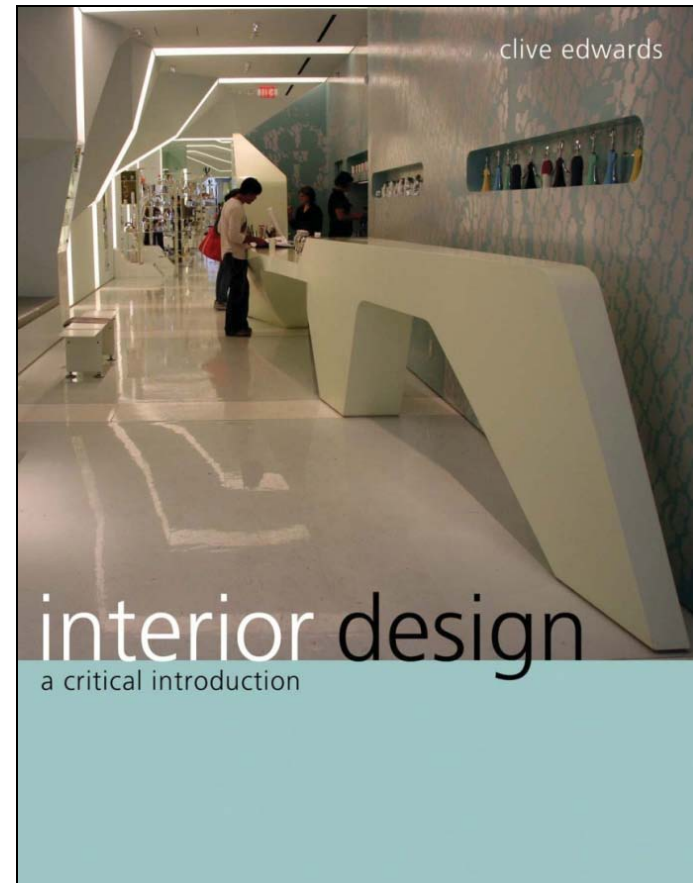
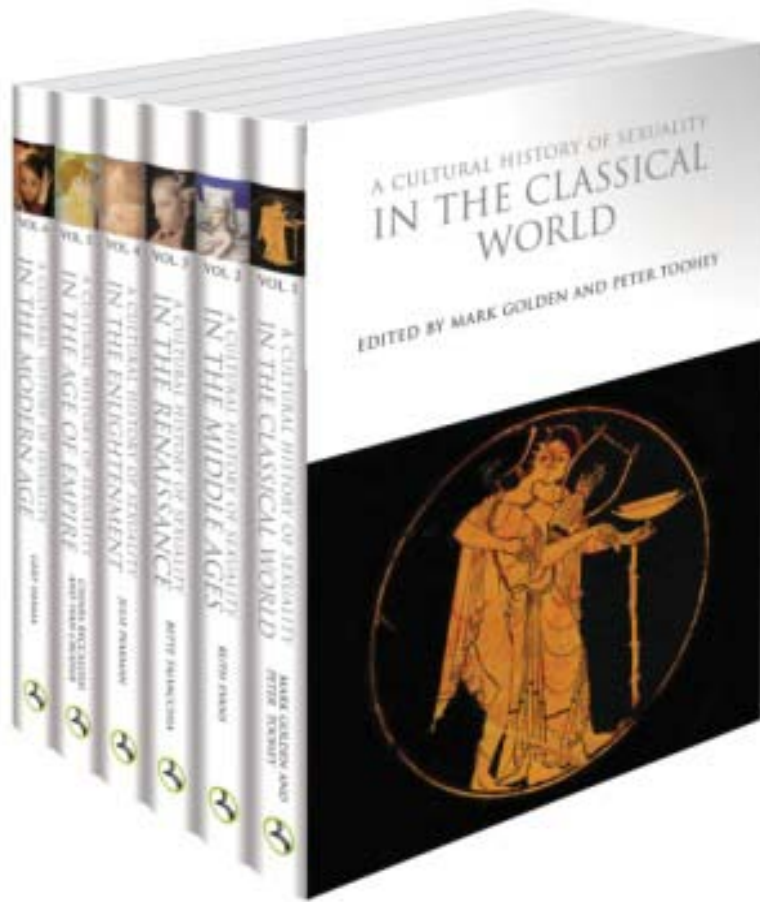
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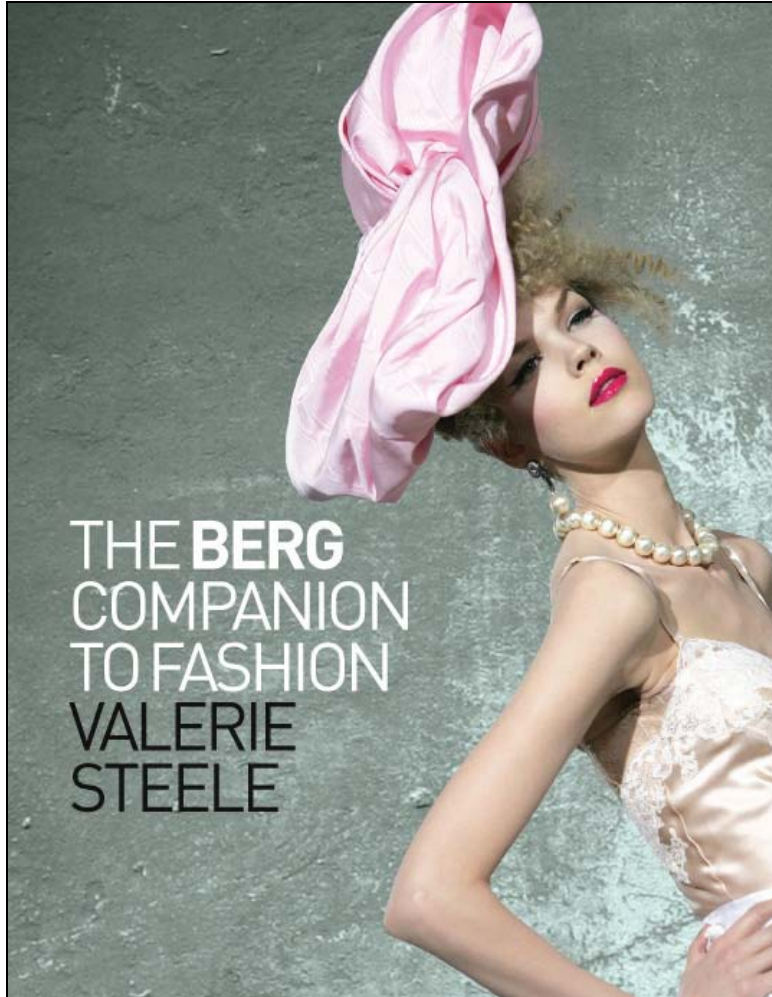
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### The Berg Companion to Fashion

Valerie Steele

- Includes over 300 in-depth entries covering designers, articles of clothing, key concepts and styles from Avedon to Zoot Suit
- Highly illustrated: 150 bw illustrations and 32pp colour plate section
- Valerie Steele is *the* name in fashion studies
- One-stop reference: authoritative content in one handy volume
- Essential purchase for serious fashionistas, fashion students, curators
  
- **Market:** fashion, design, cultural studies, material culture, etc.
- **Competition:** in short, ours is the only comprehensive (at 800pp) and in-depth, yet affordable, option.

£29.99 PB · £75.00 HB · September 2010







- ❖ First online portal to provide access to interdisciplinary and integrated books and journal content offering comprehensive coverage of dress and fashion around the world
  
- ❖ Includes:
  - *Berg Encyclopedia of World Dress and Fashion* online (10 volumes in print)
  - E-book collection – full text of 60+ Berg fashion e-books
  - E-journals – fully cross-searchable
  - Colour image bank – 3,600 (and growing) images
  - Underpinned by a purpose-built taxonomy for the study of dress
  
- ❖ Partnership agreement with Victoria & Albert Museum

## Explore by Time

1600

Today

1930–1950



Collection: Coco Chanel



**Images in this Collection**


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## What's (Still) Wrong?

- ❖ Format transition for image- (and primary document-) dominant fields
- ❖ Size matters



**Thank you**

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