



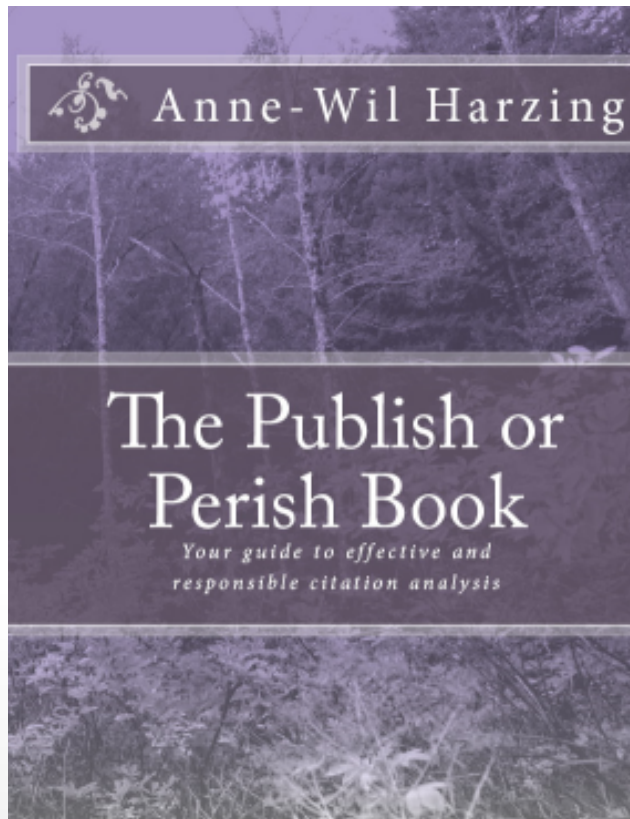
# SELF-PUBLISHING WITH AMAZON

Professor Anne-Wil Harzing  
ESCP Europe, Middlesex University  
[www.harzing.com](http://www.harzing.com)

# HOW TO SELF-PUBLISH BOOKS?

- ▶ Createspace, a subsidiary of Amazon
  - ▶ Allows you to publish B&W and colour books of any size and length
  - ▶ Can include photo's, screenshots, graphs and figures
  - ▶ Createspace can provide ISSN or you can buy your own (easy & cheap)
- ▶ **Advantages**
  - ▶ Can publish anything you want: research monograph, family history, course materials, short stories, fiction, or even a collection of blogs
  - ▶ You keep app. 60% of the net profit (instead of 3-5%) or can just sell at a very low cost price, see <https://www.createspace.com/Products/Book/#content6>
  - ▶ Extremely quick production time (less than a week instead of nearly a year)
  - ▶ Can update materials any time you want, just upload new pdf file
  - ▶ Will automatically be available on Amazon if you want to
- ▶ **Disadvantages**
  - ▶ Doesn't have the prestige of a commercial publisher, so might not "count" for CV
  - ▶ You need to do your own marketing if you want to sell; the book won't sell itself

# MORE INFORMATION?



- ▶ Chapter 1: Introduction to citation analysis
- ▶ Chapter 2: Introduction to Publish or Perish
- ▶ Chapter 3: Author searches
- ▶ Chapter 4: Journal searches
- ▶ Chapter 5: General citation search queries
- ▶ Chapter 6: Multi-query centre
- ▶ **Chapter 7: Making your case for tenure or promotion**
- ▶ Chapter 8: How to evaluate other academics?
- ▶ **Chapter 9: Tips for deans and other academic administrators**
- ▶ **Chapter 10: Where to submit your paper?**
- ▶ **Chapter 11: Conducting a literature review**
- ▶ Chapter 12: Doing bibliometric research on authors & journals
- ▶ Chapter 13: Evaluating Google Scholar
- ▶ Chapter 14: Evaluating Thomson ISI Web of Science
- ▶ Chapter 15: A Google Scholar h-index for journals
- ▶ Chapter 16: Author citation analysis across disciplines

Now available online:

<http://www.harzing.com/popbook/index.htm>