



21ST CENTURY STANDPOINTS

Accessible, social and political commentary from Policy Press and the British Sociological Association

DESCRIPTION

What are the 21st century challenges shaping our lives today and in the future? This stimulating series will bring pressing public issues to the general reader, scholars and students.

It will showcase lively, disruptive, progressive writers – established and emerging – who reach beyond the academy. Cosmopolitan in vision and scope, the work will be based on striking ideas and robust evidence, providing a powerful platform for debate.

Beautifully produced in print and digitally, these books will offer standpoints to shape public conversations at this time of social, political, economic and cultural disruption. They will move beyond simple critique to propose better ways of understanding, and living in, our world.

STYLE

Our books will carry a clear message that can be summarised in a sentence or phrase. For example, Wilkinson and Pickett's *The Spirit Level* starts from the view that 'inequality harms everyone'.

As one of our authors, you will need to be able to tell a good 'story', using different ways of writing to bring your readers with you. You will want your story to reach beyond the academy, to make a difference, to spark critical thinking and encourage social change.

For UK authors, the books in the series will enhance your REF profile (depending on conventions in your specialism). Published straight to paperback and as e-books, and supported by the series' media team, they will offer a clear pathway to public engagement and impact. As a guide, the wider research on which the book is based should be of the quality, significance and rigour required for a 3* journal article.

The books will be appropriately but lightly referenced and may include illustrations and data visualisations where applicable as well as supplementary online material if desired.

Series editors and publishers will work with authors to promote the book and its wider standpoint through social media, blogs, features and interviews.

BOOK FORMAT

- Paperback; Consumer digital (epub, mobi (Kindle)); Institutional digital (library ePDF) if applicable
- 55-70,000 words
- £9.99/\$18.00 - £15.99/\$27.95 (dependent on scope, breadth and sales potential)
- Numbered referencing and notes (book end-notes by chapter), index.



EDITORIAL AND PRODUCTION SUPPORT

Peer review at both proposal and typescript stage, with constructive support for improvements from both the series editor responsible and Policy Press commissioning editor.

Editorial and production guidelines provided, see <http://policypress.co.uk/asset/2429/editorial-and-production-guidelines.pdf>

Copy-editing, proof-reading, typesetting, illustration support, cover design, indexing, printing and digital conversion.

MARKETING AND SALES

Published by Policy Press and in association with University of Chicago Press in North and South America for distribution and sales and marketing support.

Policy Press, the BSA and series editors will work with the author to promote their book. It is important that authors proactively support the marketing activities so their book will reach its full potential.

Policy Press' Author Toolkit outlines the publisher's broad approach at: <http://policypress.co.uk/asset/2396/policy-press-author-toolkit-2016.pdf>

Individual title marketing campaigns to include: promotional materials (flyers, catalogues), e-marketing, direct mail, review campaign in print and online media, PR support to place articles and gain media coverage, title web page with supplementary material (where needed), conference displays.

Book trade representation in key territories globally. **Sales support** with online and bricks and mortar store campaigns and special offers, high quality enhanced bibliographic data feeds to retailers globally, use of discoverability tools, and support with book store readings and events.

Sale of international **foreign language rights**.

Promotion through **British Sociological Association** at conferences, in newsletters, electronic marketing and online.

FORTHCOMING TITLES

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Diane Reay

Oct 2017

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Jan 2019

SUBMISSIONS

If you are interested in discussing an idea for a proposal, please get in touch with the Series Editors:

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