

A QUARTERLY

PUBLICATION TO INFORM

MEMBERS ABOUT

SOCIETY ACTIVITIES. THIS

ISSUE COVERS THE AMS

BOOK PUBLISHING

PROGRAM.

## The AMS as a Mathematics Publisher

As an integral part of the Society's mission to advance and serve the mathematics profession, the AMS publishes high-quality monographs, textbooks, and proceedings and provides free tools for all authors. Mathematicians who publish with the AMS receive support from production and editorial staff throughout the production process. The Society's production timeline for electronically submitted manuscripts is among the shortest in publishing. The AMS also has a worldwide distribution network of marketing and sales agents—in recent years over 35% of all AMS book sales went to countries outside the U.S.—and the *online AMS Bookstore enables members and others anywhere in the world to order directly from the Society, 24 hours a day.*

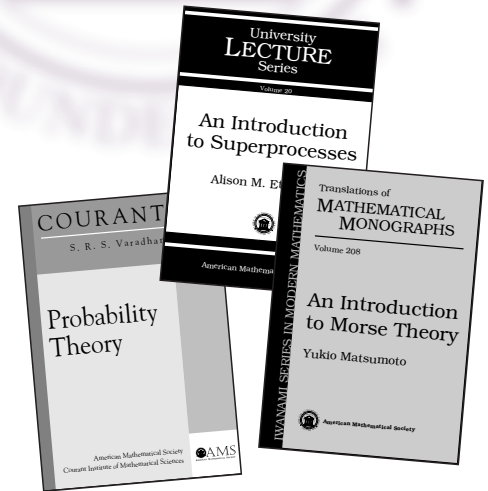
**Read more** Learn more about publishing with the AMS at [www.ams.org/authors/becomeauthor.html](http://www.ams.org/authors/becomeauthor.html) and link to the New Book Proposal form.

## The Book Publishing Program

Nearly 100 people in the Rhode Island offices are involved in the complex process of publishing, promoting, and shipping over 100 new books each year. In addition to their work with new titles, staff in the Publishing Division market and fulfill orders for the nearly 3,000 titles published or copublished by the AMS since the early 1900s.

Many AMS departments have a role in the complicated life of each book:

- **Acquisitions** solicits and accepts manuscripts for evaluation, most of which require approval by series editorial committees.
- **Fiscal** maintains contracts with book authors and editors regarding rights and royalties, with publishers of translated or earlier editions of books, and with booksellers and distributors.
- **Production** works with authors and editors to format, copyedit, and proofread works; registers books with the Library of Congress; seeks cost quotes from printers and schedules printing.



- **Publications Technical Group** develops tools and provides technical support to book authors.
- **Graphic Arts** designs the book covers and promotional materials.
- **Printshop** prints books and binds covers.
- **Marketing and Sales** uses direct mail, the online AMS Bookstore, ads, exhibits, and distributors to ensure that each book is promoted worldwide to the appropriate readership; sends titles to book review editors.
- **Membership and Customer Services** inputs orders from individuals, bookstores, libraries, and distributors via telephone, email, mail, and exhibit order forms; sends invoices or receipts to customers.
- **Warehouse** ships out book orders to customers all over the world; handles many promotional mailings each year; sends books and supplies to AMS exhibits.

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## Selected AMS and AMS-copublished Book Series

- AMS Chelsea
- AMS/International Press Studies in Advanced Mathematics
- CBMS Issues in Mathematics Education
- CBMS Regional Conference Series in Mathematics
- Collected Works
- Colloquium Publications
- Contemporary Mathematics
- Courant Lecture Notes
- Centre de Recherches Mathématiques Monograph Series
- DIMACS: Series in Discrete Mathematics and Theoretical Computer Science
- Fields Institute Monographs
- Graduate Studies in Mathematics
- History of Mathematics
- IAS/Park City Mathematics Series
- Mathematical Surveys and Monographs
- Mathematical World
- Proceedings of Symposia in Applied Mathematics
- Proceedings of Symposia in Pure Mathematics
- Société Mathématique de France (SMF)/AMS Texts and Monographs
- Student Mathematical Library
- Translations of Mathematical Monographs
- University Lecture Series
- What's Happening in the Mathematical Sciences

## The AMS Bookstore—Open 24 Hours a Day, 7 Days a Week

Launched in 1996, the online AMS Bookstore has undergone a series of enhancements that make it both a dynamic promotional tool and a valuable research source with worldwide accessibility. Due to the capability of the Web, new AMS books can be announced online before they appear in *Notices*. AMS Bookstore users can sign up for the monthly **New Title Email Notification** service; browse by subject area and series; use Quick Search or Full Search; see publication dates of upcoming books; and view a list of recommended textbooks. *The AMS Bookstore automatically calculates the discounted price for AMS members who place orders electronically, and two or three times a year offers **online only** sales of selected titles.*

**Read more** See special sales, new title announcements, and search for books at [www.ams.org/bookstore](http://www.ams.org/bookstore).



## AMS Chelsea Publishing

In 1997 the AMS acquired Chelsea Publishing Company of New York City, its book inventory, and the rights to sell and reprint nearly all of its titles. A well-known and respected imprint within the mathematical community, Chelsea Publishing Company earned its reputation as a leading reprinter and publisher of classic mathematics texts, some of which were originally published in the 1800s, primarily in Europe.

New titles have been published in the series now called AMS Chelsea Publishing, including classics that are no longer kept in print by commercial publishers. Many mathematicians have thanked the AMS for “saving” these works and maintaining their identity with the separate and distinguished AMS Chelsea imprint.

**Read more** See the complete list of AMS Chelsea Publishing titles at [www.ams.org/bookstore/chelsealist](http://www.ams.org/bookstore/chelsealist).

## Series and Non-Series Books

AMS production editors are assigned to manage individual books through the production process, with the goals of maintaining quality, timeliness, and economy of production processes.

Each AMS book series has its own distinct cover style, and some series launched in recent years—notably History of Mathematics, Mathematical World, and Student Mathematical Library—have creative and eye-catching front covers that represent the topic inside.

Due to their attractive and unique designs, these and other books receive a lot of attention and high praise at exhibits.

Some of the AMS book series are: Graduate Studies in Mathematics—works that consistently receive excellent peer-reviews in both *Mathematical Reviews* and *Zentralblatt für Mathematik*, the four-year old Student Mathematical Library—texts for undergraduate honors-level study which have been immensely popular and are adopted in institutions across the country, and History of Mathematics and Mathematical World—monographs that continue to receive positive reviews in a wide range of journals and on MAA Online.

Nonseries books cover a broad range of topics, including history, biographies, mathematics education, and career guidance. Many of these titles are available in bookstores at or near universities and can be perused at the AMS exhibits at national and sectional meetings. *AMS members are entitled to a discounted price throughout the year on all AMS-published books.*

**Read more** See the list of all AMS and AMS-copublished book series, series editors, and descriptions at <http://www.ams.org/authors/bookseries.html>.



## Support and Tools for Book Authors

For many years, the AMS has been in the forefront of mathematical publishing, developing tools and providing staff to support authors. The  $\text{AMS-}\text{T}_{\text{E}}\text{X}$  typesetting system was launched in 1979. AMS Fonts were released for public use in 1985. Both book and journal authors use  $\text{AMS-}\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$  and  $\text{AMS-}\text{T}_{\text{E}}\text{X}$  author packages, which include documentation and instructions, examples, and publication-specific style files.



Most authors submit their manuscripts electronically. Each production editor coordinates the numerous editorial and administrative tasks involved in moving the author's work from manuscript to bound book. Depending on the type of book, production editors will copyedit, proofread, make corrections, or check camera-ready material. For manuscripts that are submitted in the proper format, the Society's production timeline is between six and thirteen weeks. Because of the contributors' different schedules, language and writing styles, and typesetting capabilities, books that are written and compiled by multiple editors and authors sometimes present special challenges.

New editions (designated such when a significant portion of the content is new or rewritten) are treated as if they were new publications. Reprinted books have a special production process.

**Read more** The following resources are available to book authors at no charge on the AMS website:

- **Amsrefs package** (an extension package for  $\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$  that controls bibliography style through  $\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$  instead of BibTeX) at [www.ams.org/tex/amsrefs.html](http://www.ams.org/tex/amsrefs.html)
- **Snapshot** (a package to create an embedded list of external dependencies for a  $\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$  document submitted to publishers) at [www.ams.org/tex/snapshot.html](http://www.ams.org/tex/snapshot.html)
- **Creating graphics guide** for AMS authors (with general and specific guidelines for preparation of graphics—line art, photographs, and other forms of illustration—in a manner that will ensure their accurate reproduction in print and online) at <ftp://ftp.ams.org/pub/author-info/documentation/creating-graphics.pdf>
- **Copyright and permission information** at [www.ams.org/authors/permissions.html](http://www.ams.org/authors/permissions.html)

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## Promoting Books

As soon as possible after an author has signed on to publish with the AMS, the book is “launched” in a meeting with the book's acquisition editor, the production editor, and the promotions specialist. At that meeting the book's content, series assignment, expected manuscript delivery date, intended audience, suitability as a textbook, and selling points are presented so that a production schedule and marketing plan can be developed. The AMS solicits input from each book's author or editor—a brief summary of the book, its highlights, a comparison with other books in print on the same topic (if any), and suggestions of specialized professional journals to which a review copy might be sent.



When the manuscript is received and the book's production begins, the promotions department—using the author's and acquisition editor's input—writes the book's description (“blurb”) for various promotions—the AMS Bookstore, *Notices*, ads, and direct mail brochures, each of which has its own production schedule. *Each new book is announced with full description and table of contents on the AMS Bookstore and in Notices of the AMS, which is mailed to nearly 30,000 AMS members worldwide.*

## The Printshop and Warehouse Facility

The AMS has its own printshop and warehouse, located in Pawtucket, Rhode Island, near the Providence headquarters. Here the inside pages of books are printed, cut, folded and gathered (collated in eight-page “signatures”). The printshop prints and binds most of the softcover books. Offsite commercial binderies assemble the hardcover books. The printshop keeps at least three presses running every business day, printing books, AMS journals, promotions, miscellaneous forms, and letters. The warehouse ships out single and bulk book orders (and journal issues) around the world and handles many of the Society's mailings.



In addition to printing books, the AMS publishes selected titles online. Posting books online allows the Society to keep some titles available to the mathematical community without incurring the costs associated with keeping books in print: paper, press use, warehouse space, and order fulfillment. **AMS Books Online** comprises bookmarked pdf files that can be downloaded by chapter and may include corrections that are not in the printed version.

**Read more** See the growing list of **AMS Books Online** at [http://www.ams.org/online\\_bks/](http://www.ams.org/online_bks/).

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## AMS MEMBER NEWSLETTER

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### Don Babbitt Retires as Publisher



At the end of June 2002, Donald G. Babbitt will retire as AMS publisher. His eight years in that position have been a time of fundamental changes in scholarly publishing and in the AMS publishing enterprise. One of Babbitt's main achievements was the creation in 1997 of a consortium pricing model for MR products based on the "data access fee" subscription model previously introduced to MR subscribers. The goal was to expand access to MR products, and indeed there are hundreds of additional institutions in consortia around the world that now have access to the MR database (Mathematical Reviews in print and MathSciNet online). Since Babbitt became AMS publisher the number of books the Society produces annually and unit sales have grown dramatically.

The Society wishes Don a happy retirement in southern California (where he lived for thirty years while on the UCLA faculty), Providence, and wherever else his travels may take him. Until then, Don is "publisher emeritus", helping to plan the future of the AMS book program. AMS Executive Director John Ewing is serving as interim publisher.

**Read more** See "Babbitt Retires as AMS Publisher", by Allyn Jackson, in the April 2002 issue of *Notices of the AMS* (<http://www.ams.org/notices/200204/200204-toc.html>)