

CEEMAN

Budapest 2014

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**Vice President: Southern Europe,
Eastern Europe, Sweden, Finland**

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Emerald and CEEMAN



- **Case Writing Competition**

Emerald and Authors



- **Submission for Cases**
- **Books / Book Chapters**
- **Journal Articles**

Emerald Metrics



- **295 journals**
- **56 in ISI / 142 in Scopus**
- **2,350 books / series**
- **formerly MCB Press**
- **97% FT ranked schools**

Emerald Metrics

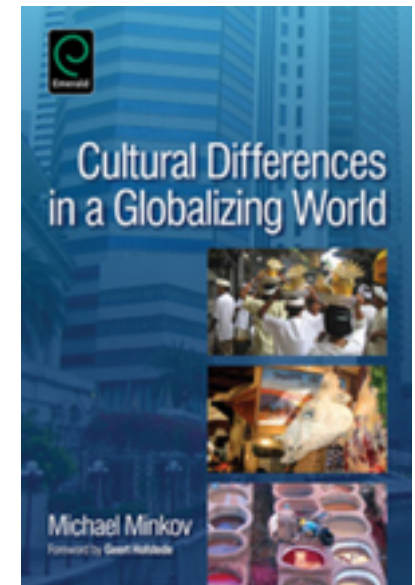


Emerald / CEEMAN

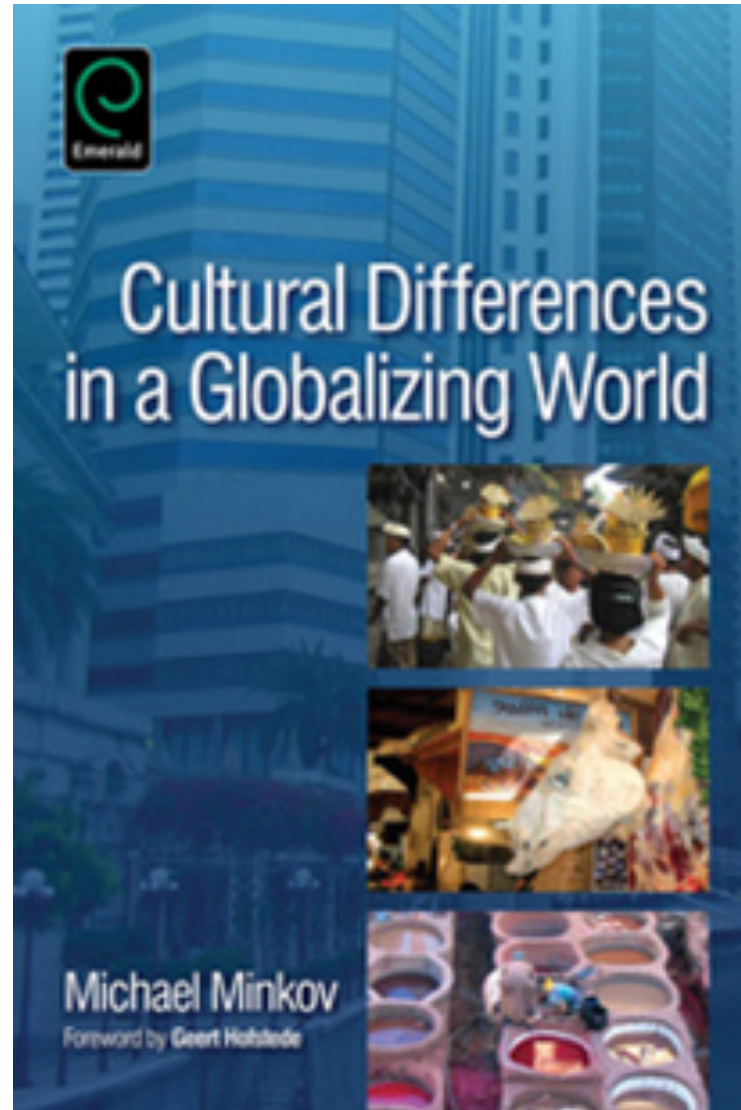


- **Interview with a Bulgarian author on our website: Michael Minkov, the International University College, Sofia and at the University of Sofia:**
- **http://www.emeraldinsight.com/authors/interviews/cdgw_book.htm**

His advice on getting published internationally is:
“First, they need a good command of English, at least in their academic field. This means reading tons of scientific literature in English. Second, they should get some interesting articles published in good academic journals so as to get spotted by the academic community”.



Emerald / CEEMAN



Emerald and Authors



- **Submission for Cases**
- **Books / Book Chapters**
- **Journal Articles**

Emerald / New Journals



- **Co-publishing**
- **BMDA / BJM**
- **Baltic Journal of**
- **Management**

Emerald / New Journals



- **Co-publishing**
- **BMDA / BJM**

Emerald / New Journals



- **Contract Publishing**

Emerald / Technology



- **Looking for partners in**
- **e-Learning**
- **Both on Tech side**
- **and Content**

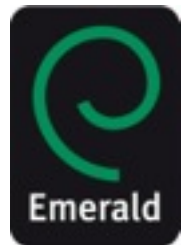
Why publish?

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Authors Workshops

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Why publish?

What do previous authors say?



Career

80% of our authors published with a view to career progression and personal development

Altruism

85% published for esteem and receive internal and external recognition



Subject Development

70% wanted to share knowledge and experience

Own Business

50% published for company recognition and to promote their business

Writing tips

Hand out



Back to basics

Sentence example:

My husband and I wish we could travel yearly to Europe and take in all the amazing sites.

- Amazing - adjective
- husband - noun
- wish - verb
- we - pronoun
- yearly - adverb
- to - preposition
- and - conjunction

Thank you / Questions

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