



MSIS Book Publishing Program



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Background

A major goal of the Medical School Information Services (MSIS) Learning Design and Publishing (LDP) team is to make research and educational content produced at the University of Michigan Medical School as widely available as possible, utilizing a range of publishing platforms and techniques.

LDP partners with U-M Health Sciences faculty, students, and staff and Michigan Publishing Services/MLibrary to self-publish materials in a variety of digital formats as well as in traditional print to maximize their reach and effectiveness.

Actions or Methods

LDP provides the expertise and skills to assist authors and editors through the steps necessary to disseminate their content across a wide range of well-positioned, high-visibility publishing vehicles.

We work with faculty, staff, and students to help them identify their publishing goals, and to develop, refine, and customize their materials for publication.

Follow Up

Send your questions, feedback, and ideas to:
med.publishing@umich.edu

Get more information:
<http://msis.med.umich.edu/things-you-might-need/publishing-content-development>

Multi-platform Content Distribution for Medical Education



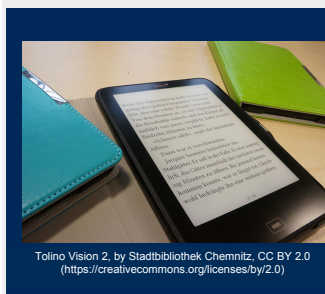
Services

Copyright Clearance
Manuscript Preparation & Formatting
Copy-editing
Graphic Arts
Cover Design

Opportunity

Sell on Amazon and in the iTunes Store
Post on Open.Michigan and other
Open Access repositories

A Variety of Formats



Collaboration & Partnerships



Results

Our books range from popular collections of stories written by and for patients



(*Chronicle Childhood Cancer: A Collection of Personal Stories by Children and Teens with Cancer*, edited by a U-M undergraduate student who is now a medical student), to affordable textbooks (*Clinical Approach to Ocular Motility: Characteristics and Orthoptic Management of Strabismus*, a textbook updating the author's original text, first published in 1980), to conference proceedings (*Building Academic Partnerships to Reduce Maternal Morbidity and Mortality: A Call to Action and Way Forward*, a product of the 1000+ OBGYN project).

Print books are still the most popular publishing vehicle, although the market for books via electronic outlets is steadily increasing.

What's Next?

- Strategically increase the number of books that are self-published.
- Expand the number and type of outlets on which they are available for purchase and download.
- Continue partnering with Michigan Publishing to expand both our electronic and our print-on-demand offerings.



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