

Subject: [Campus] Join CAL Friday, March 5 for "All About Book Publishing"
Date: Thursday, February 25, 2021 at 5:43:04 PM Pacific Standard Time
From: College of Arts & Letters
To: Campus

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All About Book Publishing

A panel discussion sponsored by the
Cal State San Bernardino College of Arts and Letters

Open to all, this panel brings together two prolific and successful scholars and acquisitions editors from two of the most esteemed academic publishers, Routledge and Sage. Panelists will discuss best practices for crafting a proposal and writing a book-length manuscript from the perspectives of authors and editors.

They also will share their experiences, challenges, and success stories, with a Q&A to follow.

Friday, March 5, 2021
11 a.m. to noon



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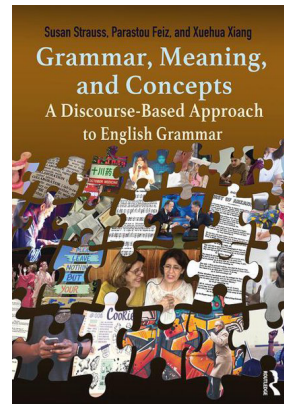
<https://csusb.zoom.us/j/83883806415>

Moderator

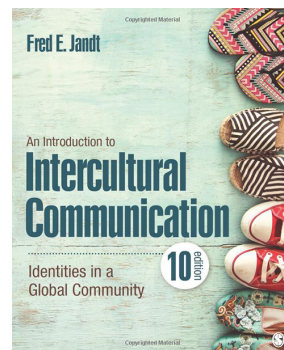
Dr. Rueyling Chuang, Dean of the CSUSB College of Arts and Letters

Panelists

Dr. Parastou Feizzaringhalam is serving as interim Associate Dean of the CSUSB College of Arts and Letters. A professor of English specializing in Applied Linguistics, she joined CSUSB in 2007 after receiving her Ph.D. from Penn State University. She has co-authored two major books (as Parastou Feiz), *Discourse Analysis: Putting our Worlds into Words* and *Grammar, Meaning and Concepts: A Discourse-Based Approach to English Grammar*, both by Routledge.



Dr. Fred E. Jandt, Former Dean of CSUSB's Palm Desert Campus and Professor Emeritus of Communication Studies, has published more than 30 textbooks with large and small publishers, academic books, and trade books with major publishers. His most successful textbook is *An Introduction to Intercultural Communication: Identities in a Global Community* (Sage, 10 editions) and his most successful trade book is *Win-Win Negotiating: Turning Conflict Into Agreement* (Wiley, eight translations). He is



represented by the Lois De La Haba Agency for trade books.

Ms. Jennifer Abbott is a Commissioning Editor in Literary Studies at Taylor and Francis/Routledge. In her 14 years at Taylor and Francis, she has worked with hundreds of authors and editors across several disciplines, guiding each through the publishing process, from the earliest stages of a book's life, beginning with the proposal development, appraisal and peer review, through production and publication. She is currently considering new proposals for cutting-edge, rigorously researched books that offer readers an innovative approach to emerging and established areas of study.

Ms. Lily Norton is the Acquisitions Editor for Speech, Mass Communication, and Media Studies at SAGE Publications. She joined SAGE in 2018 after successful sales roles at Pearson Education and Oxford University Press. She started her career in editorial at Pearson and is looking forward to signing new authors, developing first editions, and creating new digital solutions for her communication program.

