

# SAGE Author Newsletter

Autumn 2007

Welcome to the SAGE Author Newsletter, keeping you up-to-date with recent news and activities at SAGE. We're always looking at ways to enhance our authors' experience with us and welcome your comments and ideas. Don't hesitate to get in touch by contacting your Marketing Manager or by using our dedicated author email address at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk)



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Left: Stephen Barr, Managing Director and Profesor Brenda Gourley, Non-Executive Board Member. Above: SAGE at the Wallace Collection

## SAGE Summer Revelries

The stunning sculpture garden at the Wallace Collection was home to over 300 SAGE authors, editors, societies, staff and friends for one night in July as we held our annual SAGE summer party.

The Wallace Collection is a national museum in central London, displaying fine works of eighteenth and nineteenth century art. Guests were treated to a private view of the collections, which include paintings by artists such as Titian, Rembrandt, Hals (The Laughing Cavalier) and Velázquez.

Speaking at the party was SAGE's newest non-executive board member, Professor Brenda Gourley, Vice-Chancellor of the Open University. Professor Gourley spoke candidly of her previous role as Vice-Chancellor of the University of Natal in South Africa, her passion for education, and her relationship with SAGE. We're delighted to have Brenda's wealth of experience on board.

## SAGE Celebrates the Success of the Academic Community

SAGE is delighted to be sponsoring the Young Academic Author of the Year at The Times Higher Awards for the first time in 2007.

Now in their third year, The Times Higher Awards aim to raise awareness and reward the contribution that British universities make to the economic and cultural health of Britain. SAGE is the first publishing company to join the Awards to celebrate the achievements of young academic authors across the United Kingdom.

SAGE is also sponsoring the Lecturer of the Year Award at The Science, Engineering and Technology (SET) Student of the Year Awards: Britain's most important awards for science and technology undergraduates.

For more information about both awards visit [www.sagepub.co.uk/awards](http://www.sagepub.co.uk/awards)





## Connecting with our Customers

In today's world customers expect to receive information from businesses that is tailored to their interests and needs. In response to this SAGE has been spending the last two years implementing sophisticated marketing technology that will deliver even more relevant communication and marketing. Using new tools and skills, SAGE marketing managers and editors will be better able to connect with our customers based on their relationship with us, so that we can become even better at delivering the right message, about the right product, to the right customer, at the right time. We are coordinating this customer-focused marketing through all of our channels – web, email, direct mail, conferences and PR - to spread the word even further about your titles across new and existing markets.

If you would like to know more about this technology get in touch at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk)

## Spread the Word

The Rights Department at SAGE is dedicated to the dissemination of our authors' works around the globe. Our translation rights business has grown considerably in the past few years and in order to continue this growth we are seeking your help. The sale of translation rights is very much focused on building relationships and our *Spread the Word* initiative aims to utilize your knowledge and contacts to help us generate translation deals for you across the world. As authors you will receive a percentage of all revenue collected and copies of the translated editions. We greatly value your input and welcome your thoughts, comments and possible leads – please feel free to contact Huw Alexander, our Rights Manager, at [huw.alexander@sagepub.co.uk](mailto:huw.alexander@sagepub.co.uk) with any information you feel may lead to a translation deal for your work.



## eReference at SAGE

In January 2007, the entire selection of SAGE Reference's authoritative and award-winning encyclopedias were made available online, providing students and researchers with a wealth of knowledge right at their fingertips. Tailored to the needs of libraries and their customers, the eReference products are easy to search, can be accessed by many people at the same time, provide printable pages that can be copied and pasted, and – of course – allow the library to build an encyclopedia collection without needing the shelf space.

Go to [www.sage-ereference.com](http://www.sage-ereference.com) for more information, and to receive an interactive tour!



## Special offer for October

As a SAGE author you are entitled to a 25% discount off all of our books across all subject areas and imprints (and 35% discount off your own book). For the month of October we are pleased to increase this discount to **35% discount across all of these titles** – a perfect offer for the start of the academic year. Simply contact our customer service department by phone on +44 (0)20 7324 8703 or by email on [anna.gasparro@sagepub.co.uk](mailto:anna.gasparro@sagepub.co.uk), quoting ref.7785, and place your order today!

## Charity Donations from SAGE

Every year SAGE makes donations to a number of charities such as Médecins Sans Frontières, Oxfam, and the World Wildlife Fund. We host regular secondhand book sales, cake drives and quizzes, and get behind staff members taking part in fund raising activities outside of work, matching the money raised to support a variety of causes. We would like to hear from you as to which charities you would like us to support. Email us your suggestions at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk) and we will let you know in our next newsletter where our donations have gone to for the remainder of 2007.

## COMING SOON: Author Survey Available Online

Some of you may, over the years, have received email surveys from us asking for feedback on your publishing experience with SAGE. Our survey includes questions on all aspects of the publishing process – editorial, production, marketing, and more.

From **1<sup>st</sup> October** we are placing this survey online at [www.sagepub.co.uk/authors](http://www.sagepub.co.uk/authors) so that you can feed back your thoughts quickly and easily, and at any time. Your answers provide us with invaluable information on how we can alter and improve our relationships and processes, and the services we offer, so please do take a moment to fill one out.



## Your suggestions

We're always interested in hearing new ideas and suggestions for promoting your book. Please don't hesitate to contact your Marketing Manager direct, or drop us a line at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk)