

Cambridge University Press
Resources on Economics, Business and
Management

Madeleine Eve

**Regional Sales Manager for Central and Eastern European, Russia
and CIS**





Publishing at Cambridge

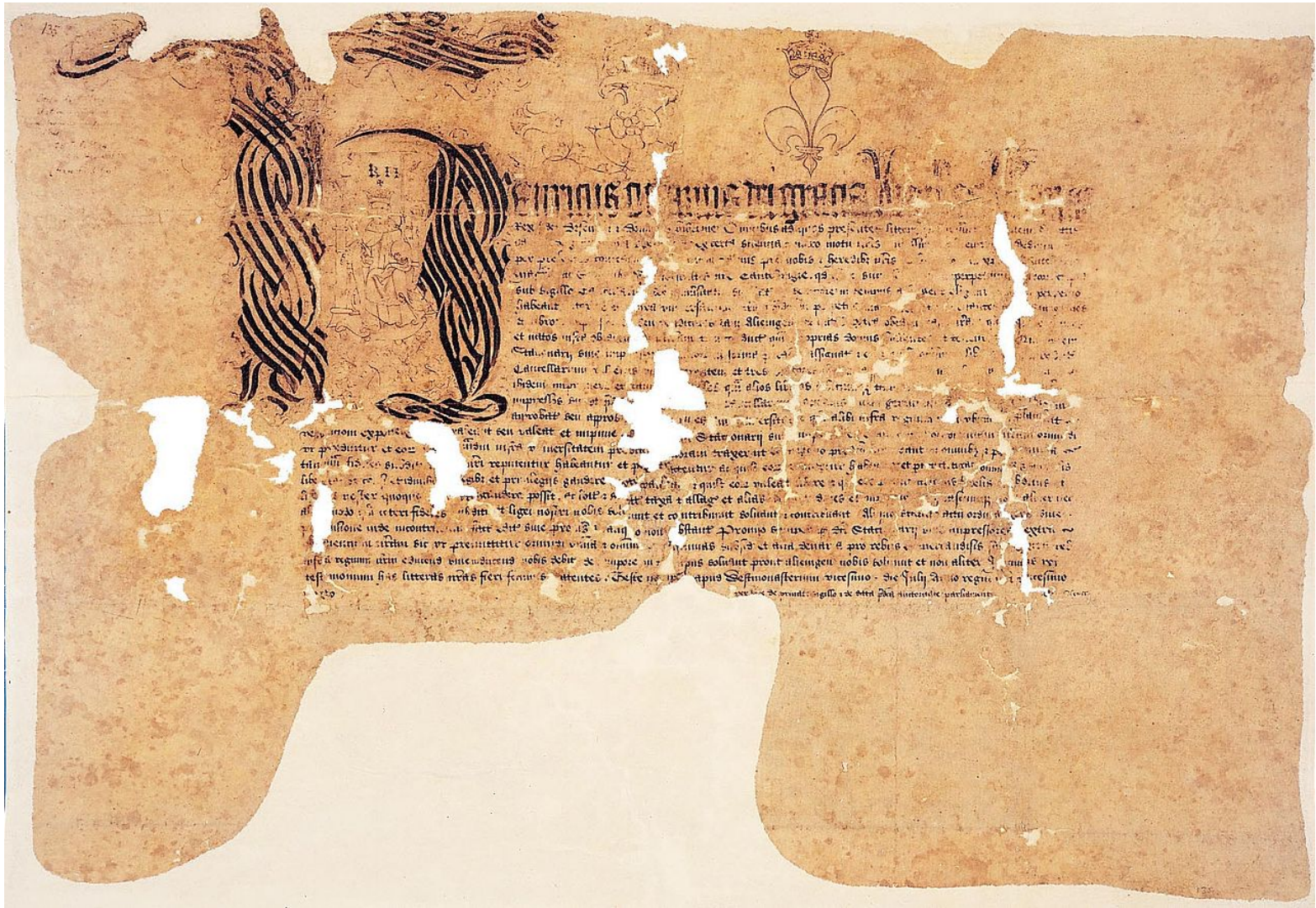
One of the oldest
publishers in the world,
since 1584



Publishing at Cambridge

- It was founded on a royal Letter Patent to the University by Henry VIII in 1534
- The first Press book was printed in 1584.







Publishing at Cambridge

- One of the largest academic and educational publishers in the world
- Publishing over 1,500 books a year and 390 journals



The University Press
Syndicate:
a committee of senior
academics who must
approve all offers of
publication

Every single title
undergoes a rigorous
quality-control process



Subjects and Strengths of Cambridge Journals



Multi-disciplinary Publisher

STM (Sciences, Technology, Medicine)

Agriculture
Animal Science
Aquatic Science
Biology
Biomedical Science
Computer Science
Earth & Atmospheric Science
Ecology & Conservation
Engineering
Mathematics
Materials Research
Medical Policy
Neuroscience
Nutrition
Physical Science
Psychology & Psychiatry

HSS (Humanities & Social Sciences)

African Studies
American Studies
Archaeology & Anthropology
Architecture
Asian Studies
Business Studies
Classical Studies
Cultural Studies
Economics
History
Law
Language & Linguistics
Literary Studies
Philosophy
Politics & International Relations
Religious Studies
Social Studies



2016 Journal Citation Reports® (JCR)

- 237 journals are indexed in JCR
- 54 Journals are included in the Emerging Sources Citation Index



2016 Journal Citation Reports® (JCR)

- Impact Factors (IF) across all Cambridge journals **increased by an average of 18.4** (16.9% last year).
- 5 titles are number 1 in their categories (4 last year):
 - *Behavioral and Brain Sciences*
 - *International Organization*,
 - *Acta Numerica*,
 - *Theory and Practice of Logic Programming*
 - *World Politics*



2016 Journal Citation Reports® (JCR)

- 16 Cambridge journals sit within the top 5 journals in their categories.
- 32 journals within the top 10 of their categories,
- 2 journals received IF for the first time



Cambridge Core

The new home of academic content

Search all journal & book content



Or browse by subject

Only search content I have access to

Services for

Librarians

Authors

Publishing Partners



CAMBRIDGE
UNIVERSITY PRESS

Content available on Cambridge Core

All existing content from the following platforms:

- CJO** Cambridge Journals Online
- CBO** Cambridge Books Online
- CHO** Cambridge Histories Online
- CCO** Cambridge Companions Online
- SSO** Shakespeare Survey Online
- UPO** University Publishing Online



Cambridge Core



CAMBRIDGE
UNIVERSITY PRESS

Our Journals and ebooks in Business, Economics and Management



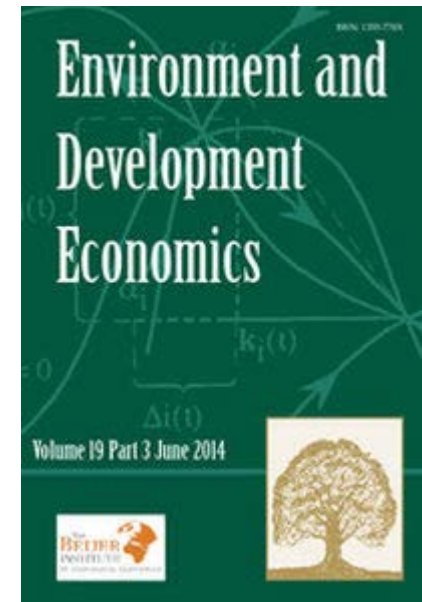
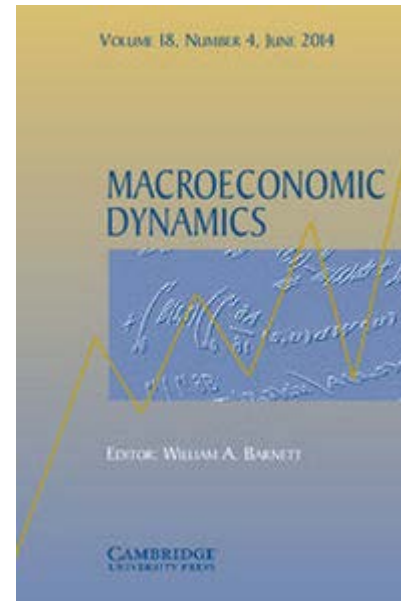
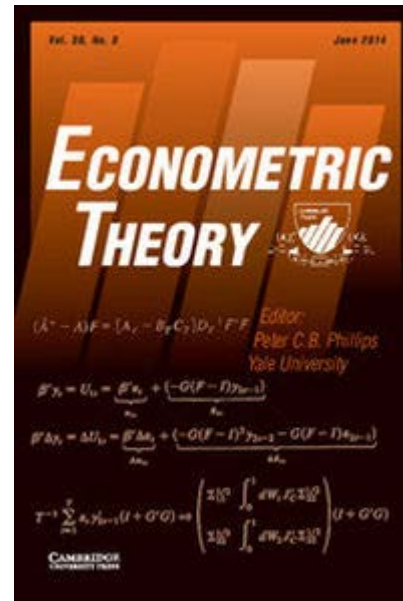
CAMBRIDGE
UNIVERSITY PRESS

ECONOMICS – books profile

- One of top 4 book lists in world.
Comprehensive coverage from philosophy to econometrics
- Core strengths: econometrics, game and decision theory, political economy, economic history, history of economic thought



12 journals

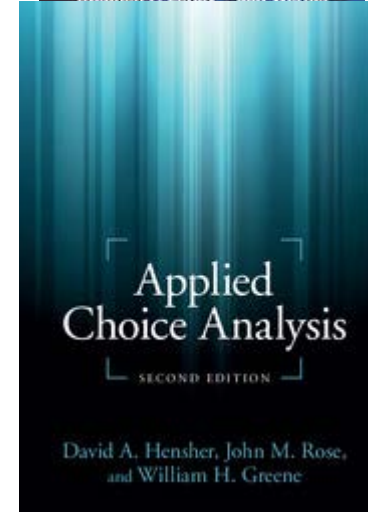
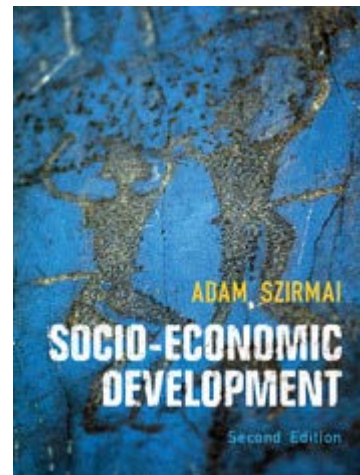
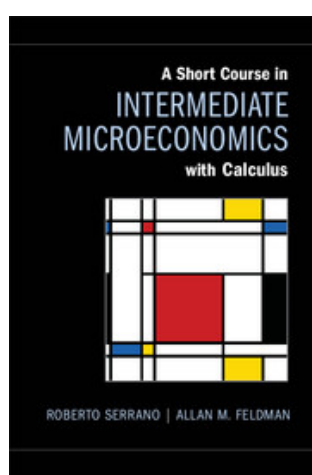
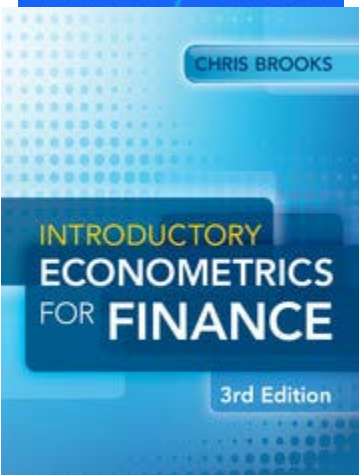
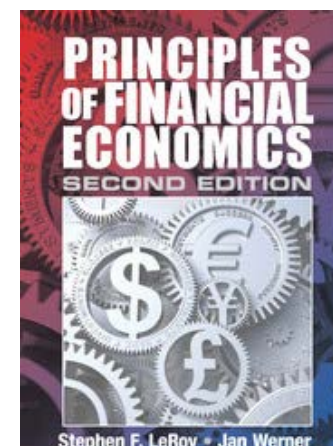
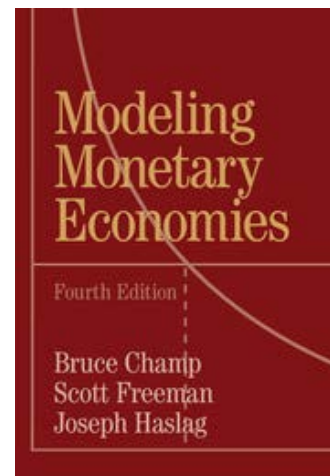
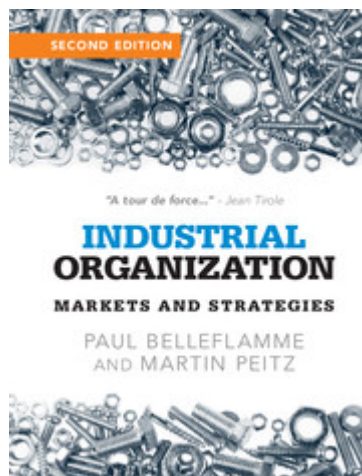
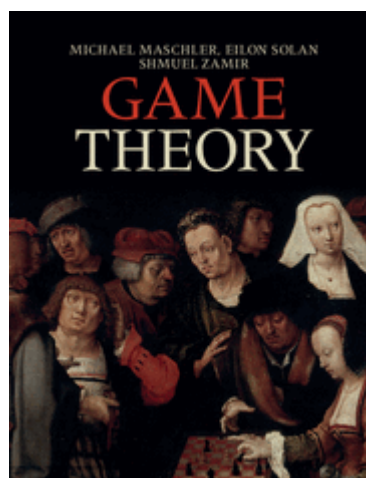


Journals portfolio: Top journals

- Journal of Financial Quantitative Analysis
- Journal of Economic History
- Econometric Theory
- Macroeconomic Dynamics
- Journal of Institutional Economics



Essential graduate textbooks

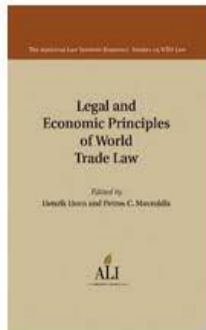


**CAMBRIDGE
UNIVERSITY PRESS**

Key Book Series in Economics

Economics series

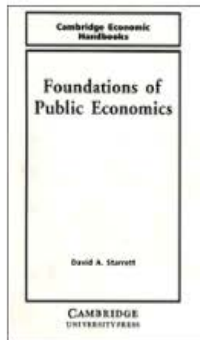
[View all](#)



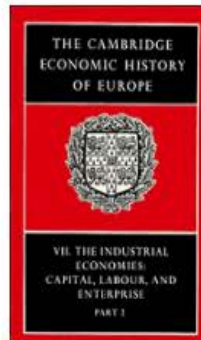
The American Law Institute Reporters Studies on WTO Law Series



Bilateral and Regional Trade Agreements Series



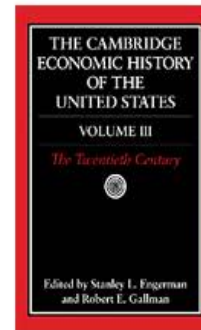
Cambridge Economic Handbooks Series



The Cambridge Economic History of Europe Series



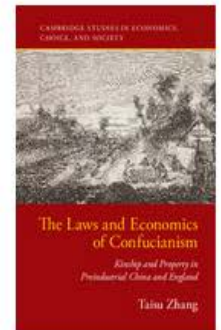
The Cambridge Economic History of India Series



Cambridge Economic History of the United States Series



Cambridge International Trade and Economic Law Series



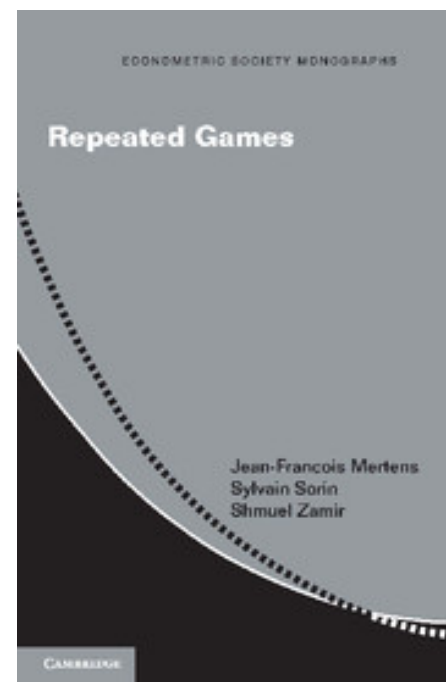
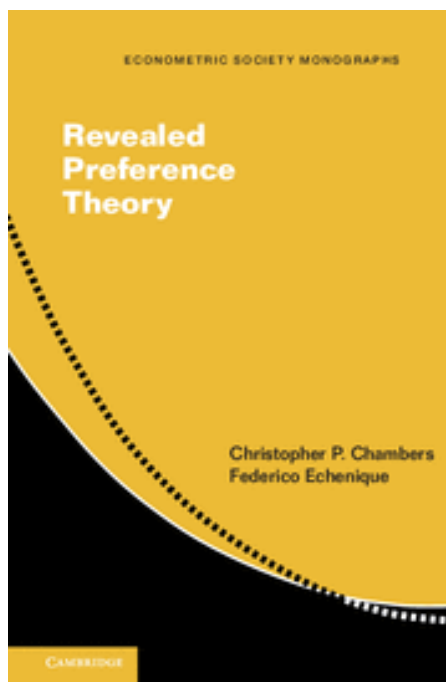
Cambridge Studies in Economics, Choice, and Society Series



CAMBRIDGE
UNIVERSITY PRESS

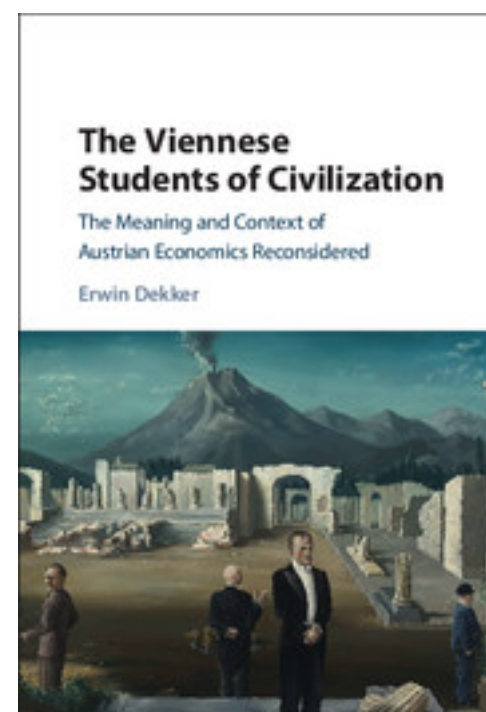
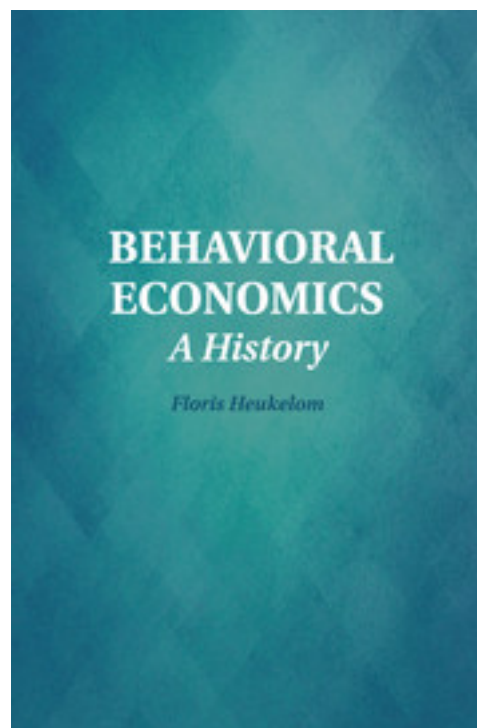
Bestseller Series: Econometric Society Monographs

- 110 titles



Bestseller Series: Historical Perspectives in Modern Economics

- Most prestigious series in history of economic thought

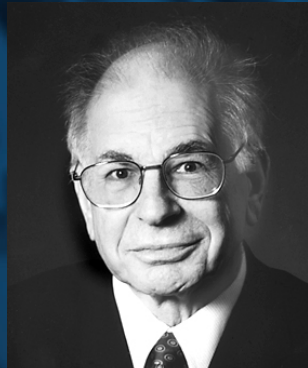




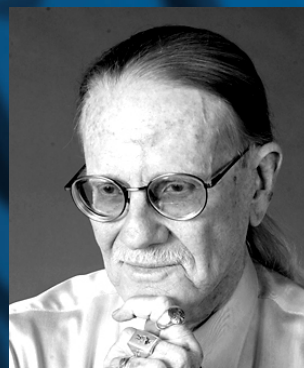
Publishing Nobel Prize Laureates in Economics



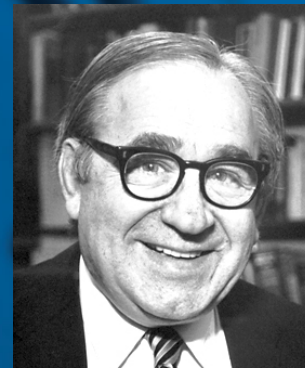
Elinor Ostrom



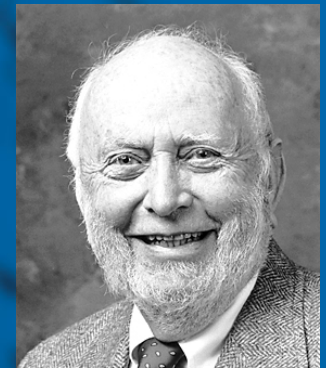
Daniel Kahneman



Vernon L. Smith



Robert Fogel



Douglass North



Publishing Former World Bank's Chief Economist and Sun Yefang Prize Winner

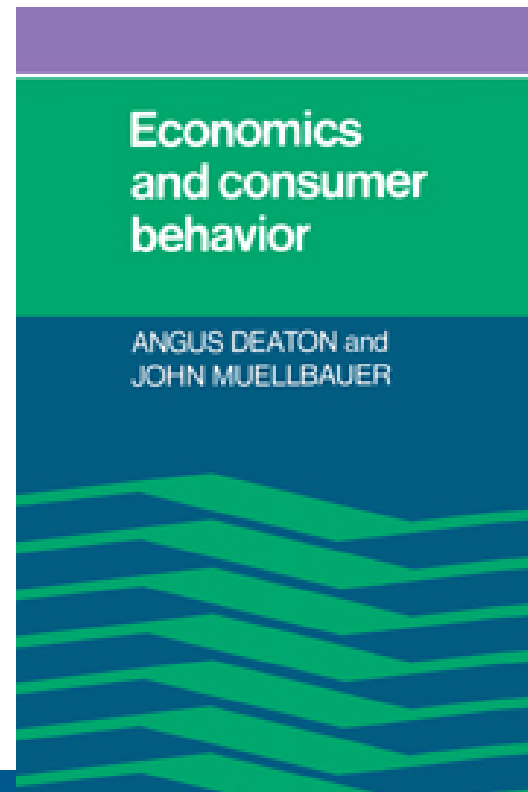


Justin Yifu Lin



Winner of Nobel Prize 2015

- Angus Deaton,
Princeton University
- His 1980 text is a
classic in
microeconomics.
- Life sales of c25,000
and still sells over 100
copies a year



CAMBRIDGE
UNIVERSITY PRESS

Browse subjects

- Anthropology
- Archaeology
- Area Studies
- Art
- Astronomy
- Chemistry
- Classical Studies
- Computer Science
- Drama and Theatre
- Earth and Environmental Sciences
- Economics
- Education
- Engineering
- English Language Teaching – Resources for Teachers
- Film, Media, Mass Communication
- General Science
- Geography
- History
- Language and Linguistics
- Law
- Life Sciences
- Literature
- Management
- Materials Science
- Mathematics
- Medicine
- Music
- Nutrition
- Philosophy
- Physics
- Politics and International Relations
- Psychiatry
- Psychology
- Religion
- Social Science Research Methods
- Sociology
- Statistics and Probability



Economics blog

[View all](#)



How to be successful on the academic job market

24 September 2017, R. Michael Alvarez

Now that the new academic year has arrived, many Ph.D. students will be going on the job market for the first time....



Why US battery startups fail – and how to fix it

06 September 2017, Vicky Anning

A new study published in MRS Energy & Sustainability investigates why so many of these American battery materials startups are failing under the current...



North Korean Resources at the Journal of East Asian Studies

01 September 2017, Stephan Haggard, Editor

With North Korea in the news, we would like to call attention to the range of research the Journal of East Asian Studies has published on the country.....



CAMBRIDGE
UNIVERSITY PRESS

Teaching Macroeconomics with Microsoft Excel



MANAGEMENT



CAMBRIDGE
UNIVERSITY PRESS

Management

- Youngest book & journals list at the press, growing fast
- Serious research-based content suitable for students, faculty & practitioners
- Focus on **international business, business ethics** strategy, & organization studies



Journals: first journal acquired 2011, now 10 high quality journals

Title	Impact factor (2016) Clarivate Analytics
Industrial and Organizational Psychology	1.747
Business Ethics Quarterly	1.703
Management and Organization Review	1.655
ASTIN Bulletin: The Journal of the IAA	1.083
Journal of Management & Organization	0.539
Business History Review	0.425



Cambridge Executive Collection

Practitioner titles based on sound academic research



www.cambridge.org/executivecollection

CAMBRIDGE
UNIVERSITY PRESS

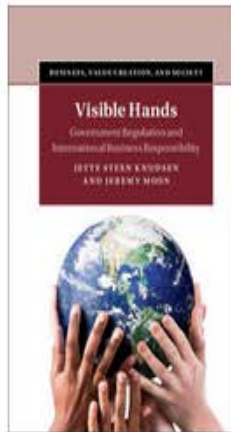


CAMBRIDGE
UNIVERSITY PRESS

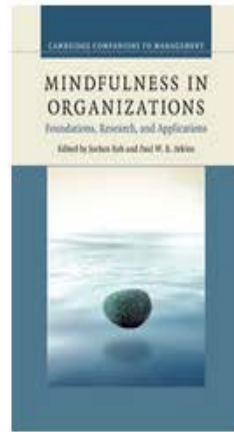
Management series



Business and Public Policy Series



Business, Value Creation, and Society Series



Cambridge Companions to Management Series



Cambridge Short Introductions to Management Series

MARKETS, FIRMS,
AND THE MANAGEMENT
OF LABOUR
IN MODERN BRITAIN



HOWARD F. GOSPEL

Cambridge Studies in Management Series



Development Trajectories in Global Value Chains Series

ORGANIZATIONS AND THE NATURAL ENVIRONMENT

After Greenwashing
Symbolic Corporate
Environmentalism and Society



FRANCES BOWEN

Organizations and the Natural Environment Series



CAMBRIDGE
UNIVERSITY PRESS

Professor Sir Cary Cooper and Professor Jone Pearce on The Cambridge Companions to Management series



CAMBRIDGE
UNIVERSITY PRESS

Coming Soon!

Cambridge
Elements



**Institutional and
Organizational
Economics**



CAMBRIDGE
UNIVERSITY PRESS

How to Purchase



CAMBRIDGE
UNIVERSITY PRESS

Journals

- Individual titles at list prices
- The Business Collection:
 - 79 Journal Titles including all Economics, Business, Finance and Management titles
 - Prices according to FTE / size of institution
 - Perpetual rights to all content published in year of purchase
 - Significant access to shallow backfiles



Ebooks

- Pick and Choose (minimum of 5 titles on first order) Price list on the Core website
- Discounted Collections
 - Essential Ebooks
- Evidence Based Acquisition



Essential ebook Collections

ESSENTIAL ECONOMICS AND BUSINESS STUDIES

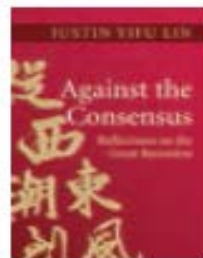
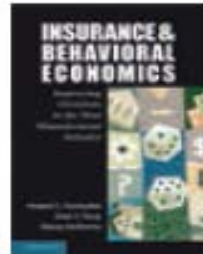
The Top 50 ebooks in
Economics and Business
Studies

Including:

- » **Insurance and Behavioral Economics**
Improving Decisions in the Most
Misunderstood Industry
*Howard C. Kunreuther, Mark V. Pauly
and Stacey McMorro*
- » **Against the Consensus**
Reflections on the Great Recession
Justin Yifu Lin
- » **Out of Poverty**
Sweatshops in the Global Economy
Benjamin Powell

Collection Pricing

Full Price	Discount 10%
£5,890.00	£ 5,301.00
\$9,190.00	\$ 8,271.00
€7,060.00	€6,354.00



- Top 50 best-selling titles within this subject area over the past two years
- 10% discount

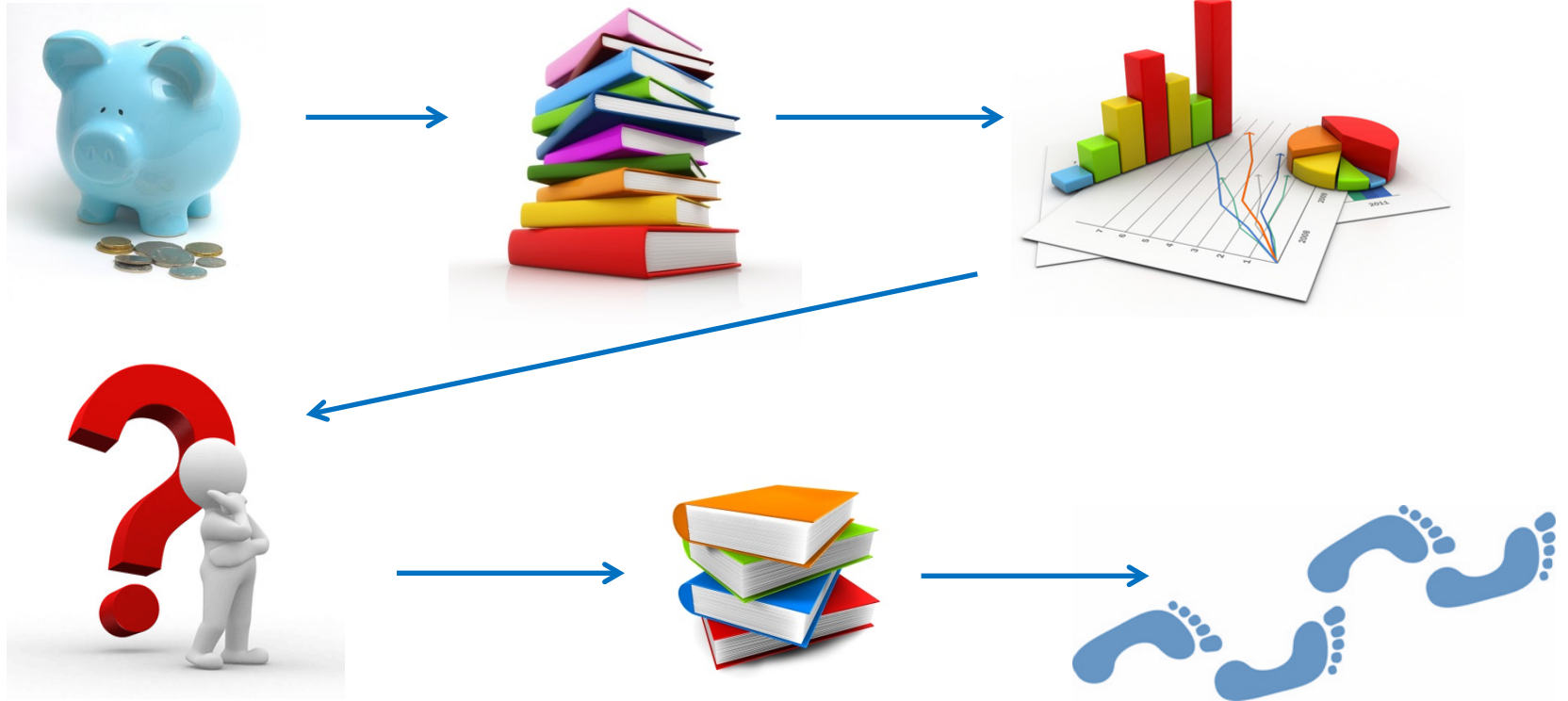


What is Evidence Based Acquisition (EBA)?

Institutions are given access to an extensive online collection of Cambridge and partner press ebooks, before they make decisions about which titles to buy access to in perpetuity at the end of the subscription period.



How does EBA work?



Available Collections

Entire collection including monthly updates	minimum no. of titles	List Price GBP	12 month EBA Offer Price	Discount
Full	33796	3385780	37244	1%
STM	8776	996865	24922	2.50%
Social Sciences	16996	1565275	23479	1.50%
Humanities	10368	950670	14260	2.00%
European History	3046	246500	4930	2.00%
Computer Science	631	84150	4208	5.00%
Earth & Environmental Science	967	98530	4927	5.00%
Economics	1684	184760	5912	3.20%
Engineering	1180	156825	5489	3.50%
Language and Linguistics	1212	140170	5607	4.00%
Law	2202	226795	5670	2.50%
Life Sciences	1443	146935	5143	3.50%
Maths	2191	239450	7184	3.00%
Medicine	1396	178965	5727	3.20%
Music	645	57205	2860	5.00%
Philosophy	1734	199130	4978	2.70%
Physics	1131	143020	5721	4.00%
Politics and International Relations	3978	427355	8547	2.00%
Psychology	974	108550	5428	5.00%



Thank you!
Madeleine Eve
meve@Cambridge.org

Questions?



CAMBRIDGE
UNIVERSITY PRESS