

# Cambridge University Press Resources in Mathematics

**Madeleine Eve**

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





# Publishing at Cambridge

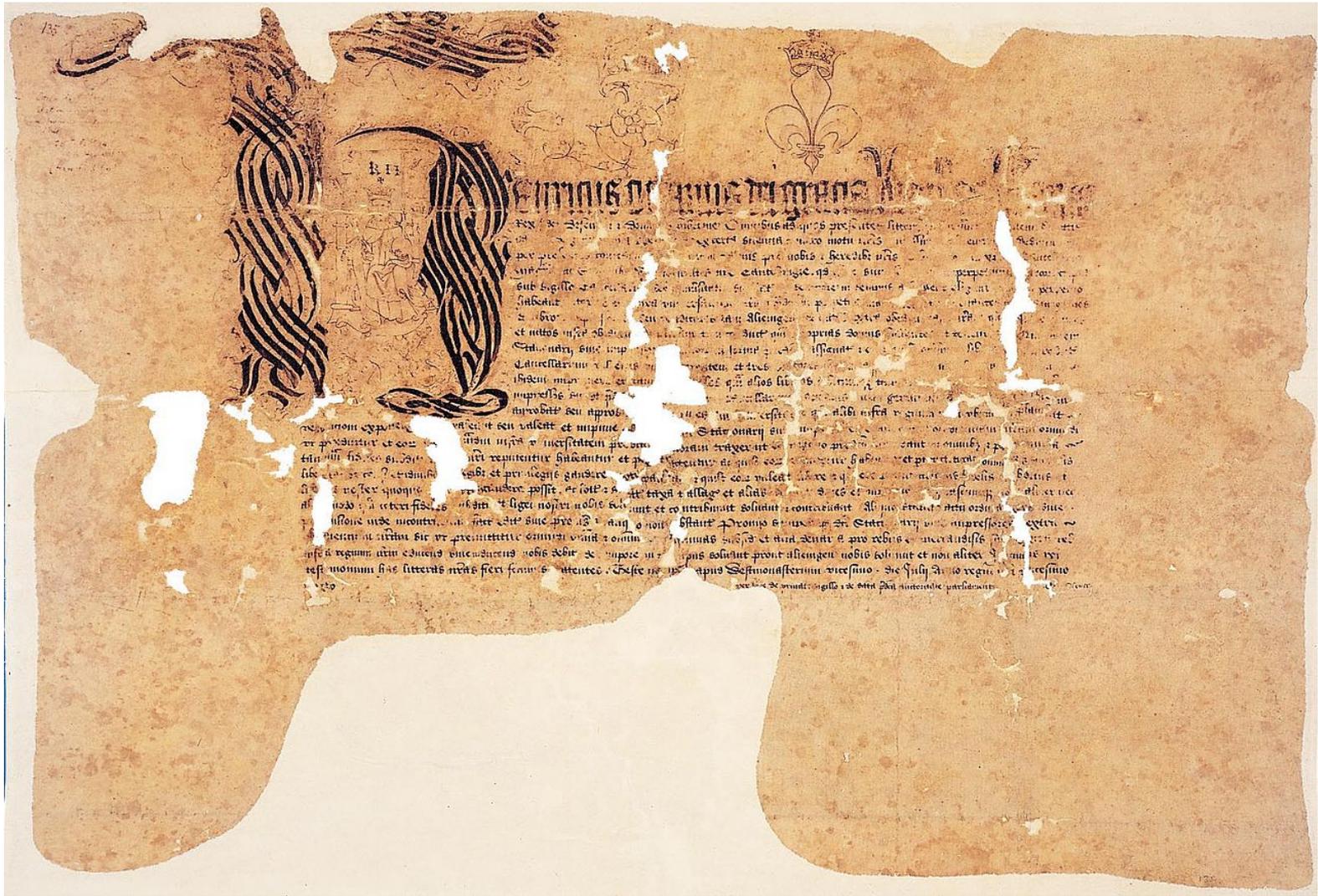
One of the oldest  
publishers in the world,  
since 1584



# 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

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# 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**



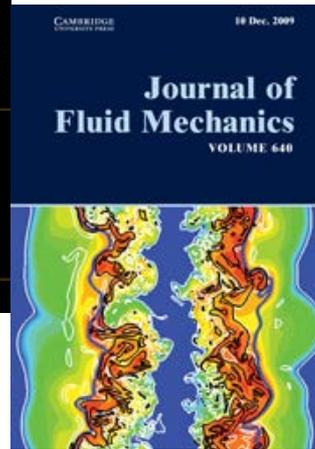
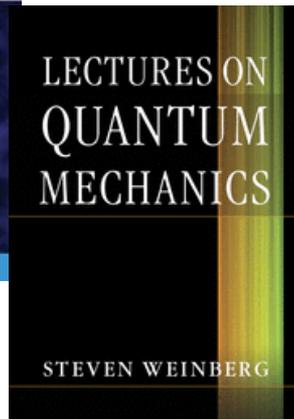
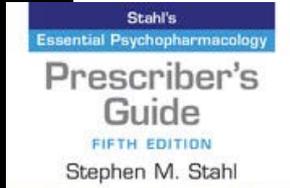
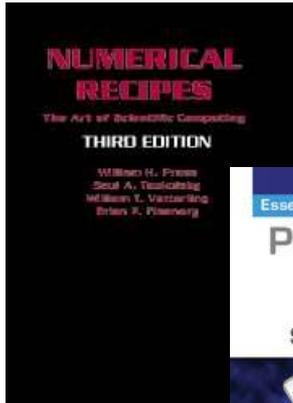
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# Our Journals and ebooks in Mathematics



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# Cambridge STM Brands



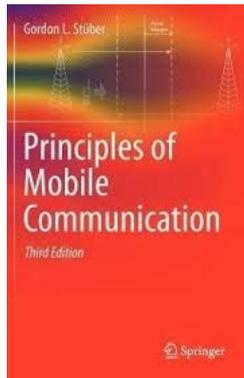
October  
2017

45,740 units  
sold

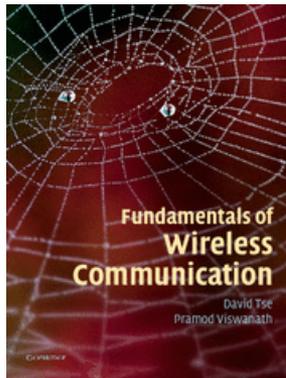


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# Citation of Cambridge STM books



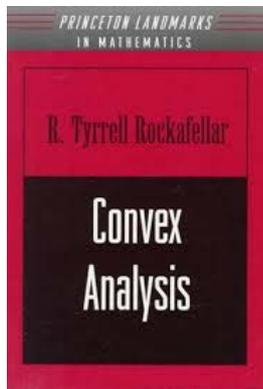
4,292



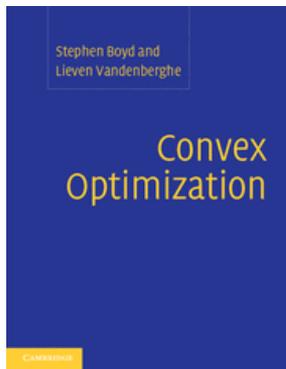
7,597



8,151



20,522

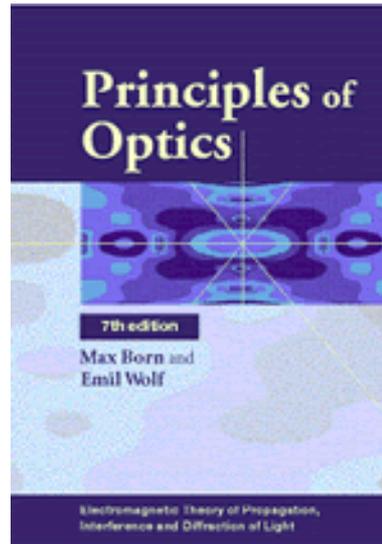


29,423



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# Citation of Cambridge STM books



52,610



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# Competitive position (in books)

<b>Mathematics</b>	<b>Leader</b>
<b>Statistics</b>	<b>Top 4 (Leader in actuarial math: Springer, Wiley, T&amp;F)</b>
<b>Computer Science</b>	<b>Top 4 (Leader in machine learning: Springer, Wiley, MIT)</b>
<b>Physics</b>	<b>Leader</b>
<b>Earth Science</b>	<b>Leader</b>
<b>Astronomy</b>	<b>Leader</b>
<b>Engineering</b>	<b>Top 4 (Leader in communications, information theory: Springer, Wiley, Pearson)</b>
<b>Life Sciences</b>	<b>Top 4 (Oxford, Springer, Elsevier)</b>
<b>Medicine</b>	<b>Top 5 (Leader in mental health: Elsevier, Oxford, Lippincott, Wiley, Springer)</b>



# Key Mathematical science journals

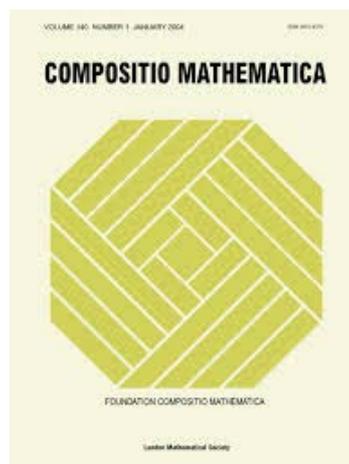
## 28 Titles



**IF = 2.383**



**IF = 0.812**



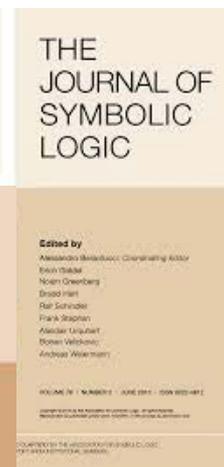
**IF = 0.993**



**IF = 0.892**



**IF = 0.72**



**IF = 0.541**



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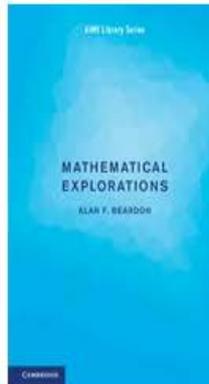
# Mathematical sciences - Key book

## Mathematics series

[View all](#)



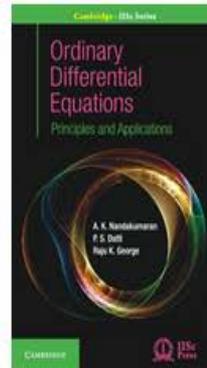
Acta Numerica  
Series



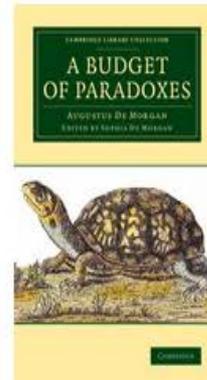
AIMS Library of  
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Sciences  
Series



Australian  
Mathematical  
Society Lecture  
Series  
Series



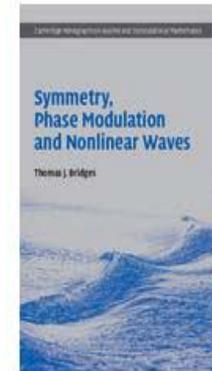
Cambridge IISc  
Series  
Series



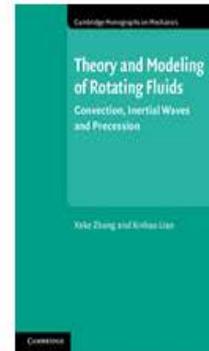
Cambridge Library  
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Series



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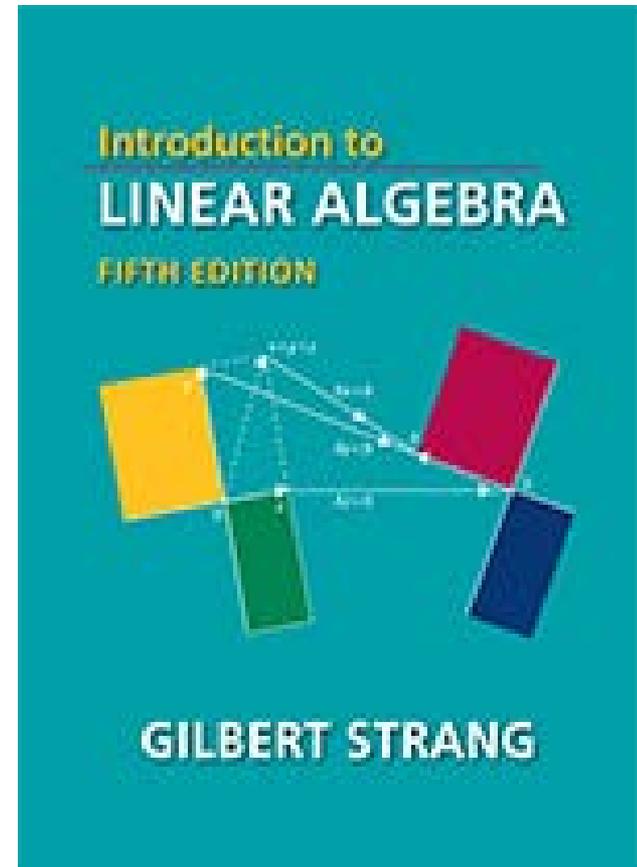


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# Gilbert Strang, MIT

## Introduction to Linear Algebra

- 5<sup>th</sup> Edition
- This leading textbook for first courses in linear algebra has a direct tried and tested approach, offering practical explanations and examples, while showing the beauty and variety of the subject.
- **Undergraduate & graduate** courses in linear algebra; computational mathematics, applied mathematics; engineering mathematics

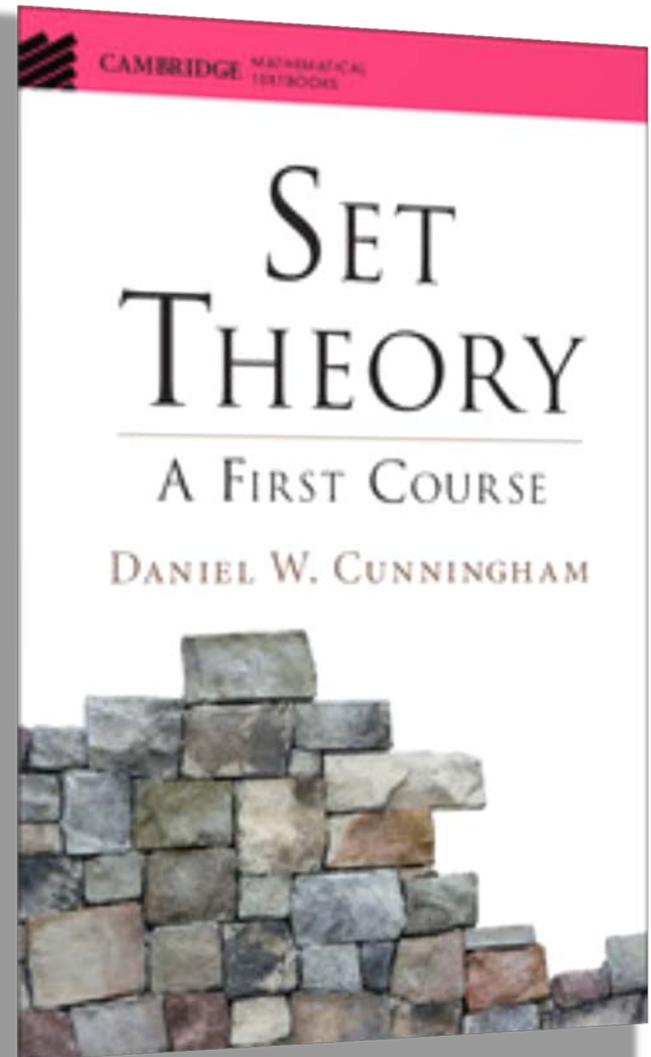


Daniel W. Cunningham

SUNY, Buffalo

## Set Theory

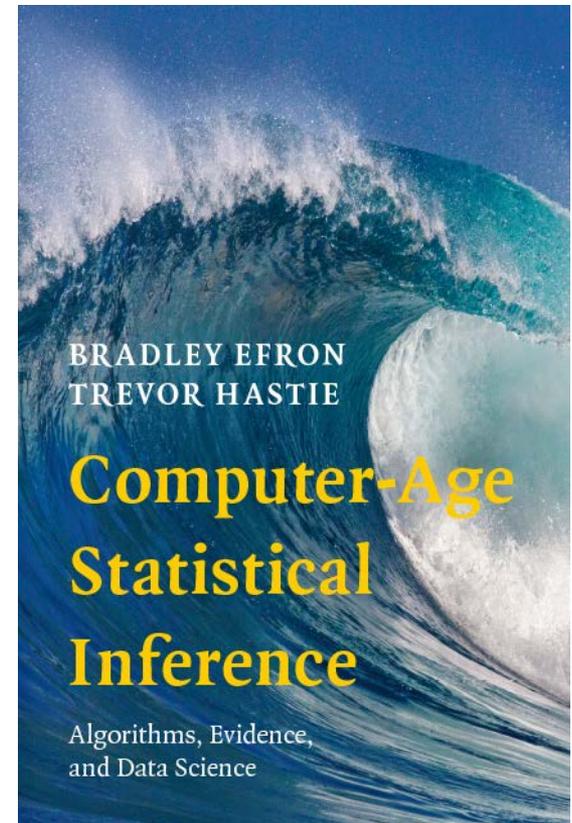
- Set theory can be considered a unifying theory for mathematics. This book covers the fundamentals of the subject.
- Part of the 'Cambridge Mathematical Textbooks'



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# Efron & Hastie (Stanford University) Computer Age Statistical Inference

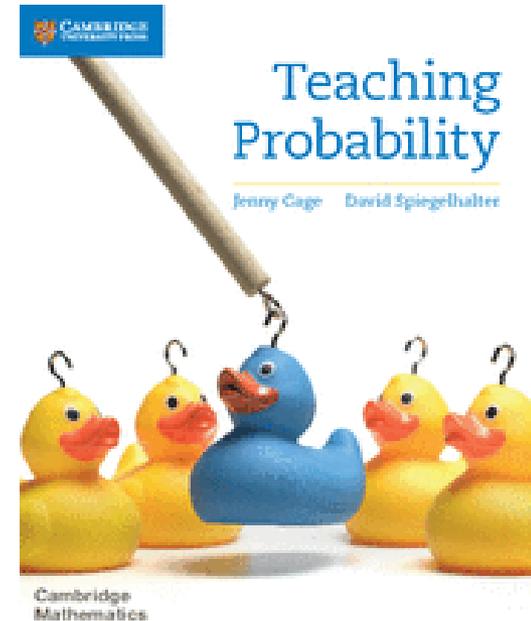
- **Data is flooding the world** and driving decisions that affect every aspect of life.
- Statistical inference is the **science of producing knowledge from data**. In the computer age, it has bigger problems (big data) but also better tools (machine learning algorithms).



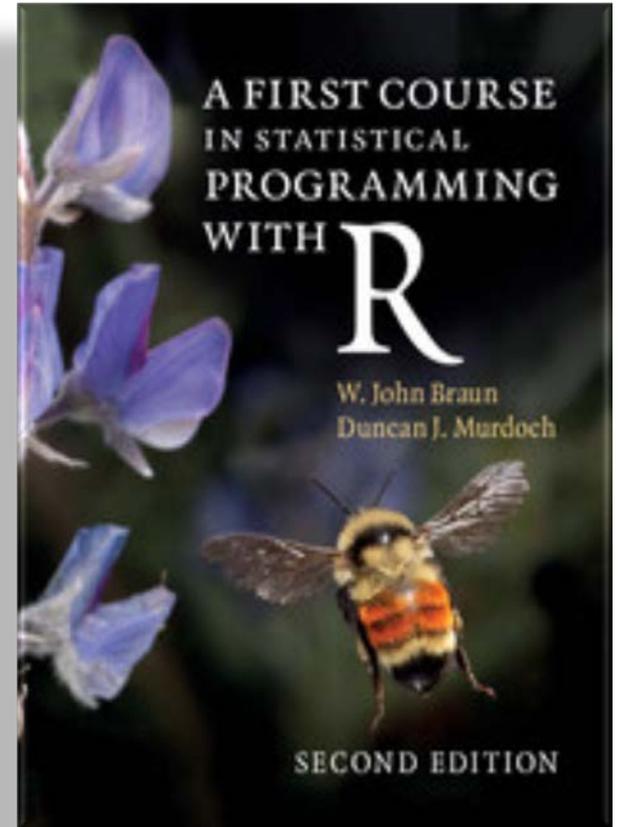
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# Jenny Gage and David Spiegelhalter (U Cambridge) **Teaching Probability**

- Designed not only for teachers giving introductory courses but also for those who want a deeper and better understanding



- W. John Braun, Duncan J. Murdoch (U Western Ontario)
- **A First Course in Statistical Programming with R**
  - Doesn't assume any knowledge of statistics
  - Uses real R code to teach the basics of R syntax and graphics, including “About the code” sections
  - Focuses on programming to build skills that can be transferred to other programming languages

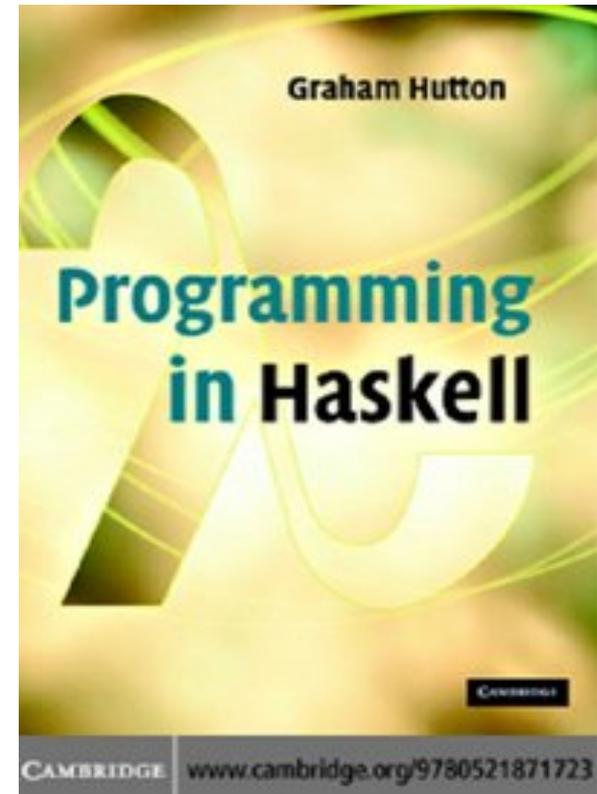


Graham Hutton (U  
Nottingham)

# Programming in Haskell

2<sup>nd</sup> Edition

- Ideal for beginners, this introduction requires no previous programming experience and all concepts are explained from first principles via carefully chosen examples.



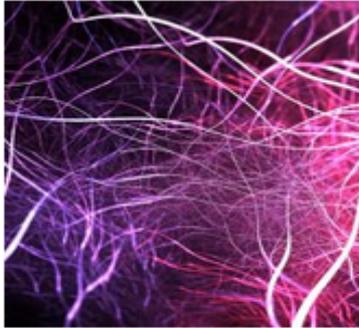
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## **Nanofibres in a spin**

03 October 2017, Tom Crawford

Nano-materials are seen as the future in fields as diverse as medicine, technology and chemistry, but the methods used to create them are not yet fully understood.....



## **SWI: a Barrier to Coastal Management**

20 September 2017, Tom Crawford

Maintaining water quality is a global concern and, with the onset of climate change and the increased expansion of the human population, it is likely only to...



## **Detlef Lohse awarded APS 2017 Fluid Dynamics Prize**

06 September 2017, Tom Crawford

In celebration of JFM Editorial Board member Detlef Lohse recently being awarded the APS 2017 Fluid Dynamics Prize, I present a special blog entry on his work.....



# Coming Soon!



Maths at Cambridge @cambUP\_maths



Check out these free SemStat Elements for a limited time on Cambridge Core [ow.ly/t84l30gfDpn](https://ow.ly/t84l30gfDpn) #statistics #networkanalysis



19h



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# Journals

- Individual titles at list prices
- The STM Collection:
  - 166 Journal Titles including all Mathematics and Engineering titles
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  - Essential Ebooks
- Evidence Based Acquisition



# Essential ebook Collections

## ESSENTIAL MATHEMATICS

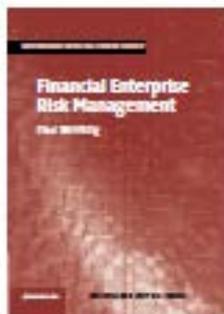
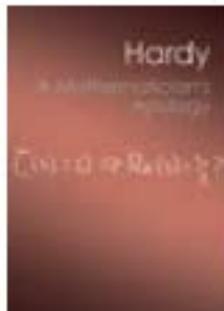
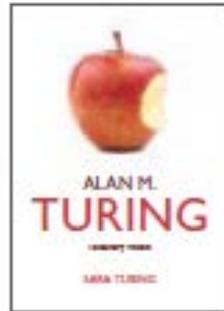
The Top 50 ebooks in Mathematics

### Including:

- » **Alan M. Turing Centenary Edition**  
Second edition  
*Sara Turing et al*
- » **A Mathematician's Apology**  
*G. H. Hardy*
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*Paul Sweeting*

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Full Price	Discount 10%
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\$9,100.00	<b>\$8,190.00</b>
€6,930.00	<b>€6,237.00</b>



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

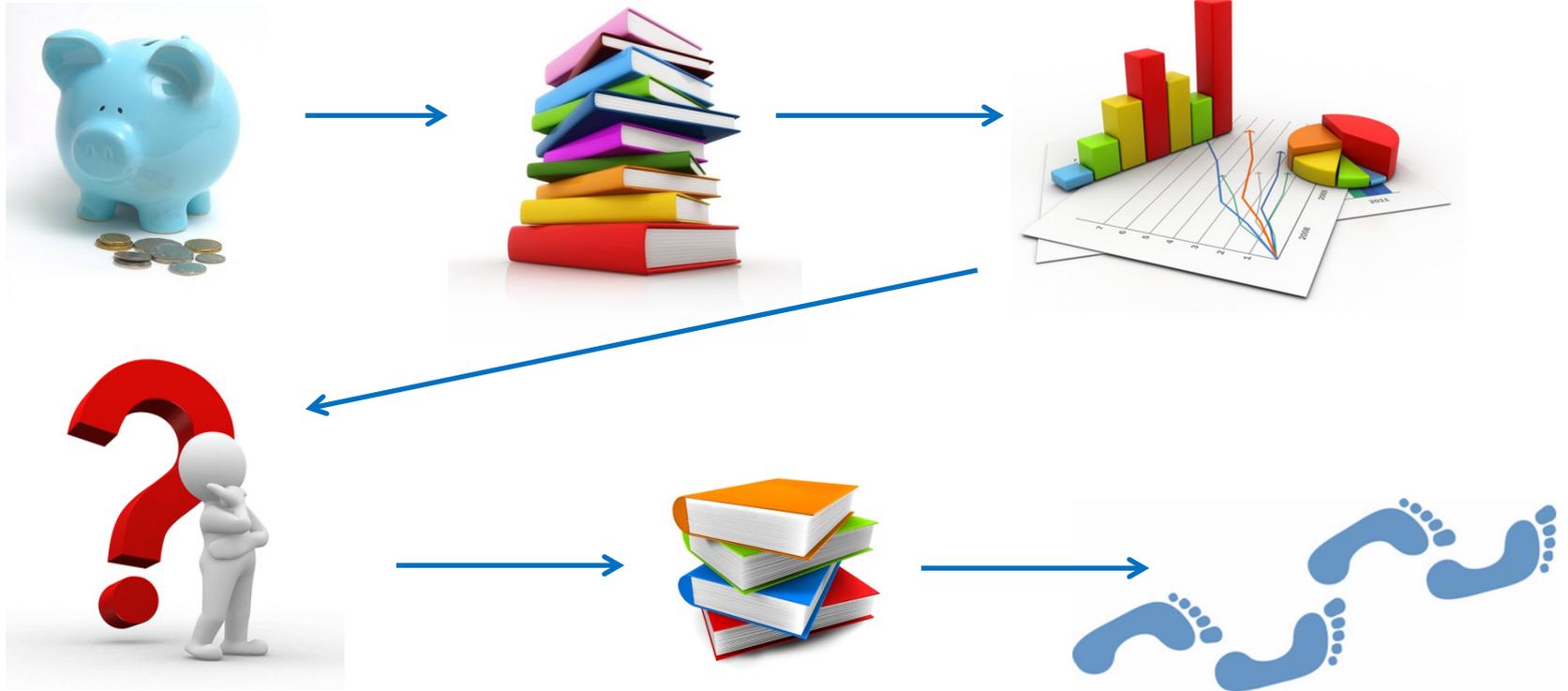


# What is Evidence Based Acquisition (EBA)?

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# How does EBA work?



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Maths	2191	239450	7184	3.00%
Medicine	1396	178965	5727	3.20%
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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](mailto:meve@Cambridge.org)

**Questions?**



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