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**KNOWLEDGE FOR LIFE** 



# **CABI**: a unique organization that combines research and publishing

- CABI is an inter-governmental, not-for-profit scientific research and publishing organization governed by a United Nations treaty-level agreement.
- Our mission is to improve people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment.
- We employ more than 400 dedicated scientists and publishing professionals across 21 locations worldwide.
- In our global publishing programme we produce books, review journals, databases that hold over 10 million records, online compendia and other online resources.
- Unlike other publishers, we use our revenues to support scientific and rural development projects that help improve the lives of the world's poorest people.



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- When your book is published by CABI, you can be assured that it will be part of a publishing programme of the highest quality.
- All proposals for new books are first scrutinized by our team of expert commissioning editors and undergo thorough, independent, external peer review.
- At CABI we publish about 60 books per year and have over 900 titles available, ranging from undergraduate textbooks to high-level specialist monographs and encyclopedias.
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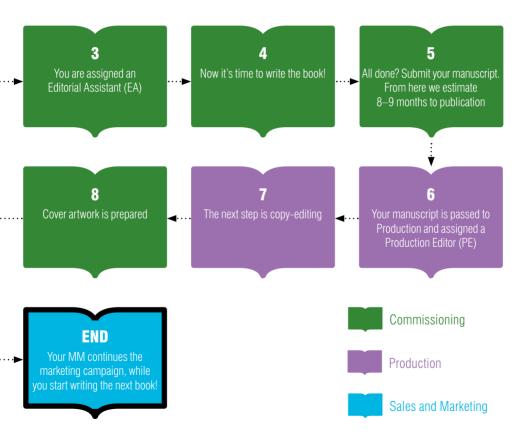




- When you publish your book with CABI, you can expect the very best of author care from our dedicated team of publishing professionals. You will be treated as an individual and given the attention you deserve. As our author, you will be consulted every step of the way.
- Your subject-specialist Commissioning Editor will help you with your book proposal, organize peer review and be on hand to advise you throughout the writing period.
- Your manuscript will be edited by a subject-specialist copy-editor.
- We arrange typesetting and proofreading and produce the index for your book.
- Finally, your book will be published in both print and e-book formats.

## The book publishing process and when you can expect to hear from us at **CABI**





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## **CABI**: global marketing, individually tailored for international presence

- As a truly global organization, we have an international distribution network with channels to market your book to its target audience worldwide.
- As a CABI author, you will be assigned a CABI Marketing Manager who will tailor a promotional campaign specifically for your book.
- Information about your book will be sent to existing customers, institutions and libraries, and members of relevant societies. Your book will also be included in our annual books catalogue, subject brochures and relevant cluster leaflets.
- Email alerts advertising your book will be sent to individuals registered on our extensive in-house mailing list.
- We exhibit our books at many major international conferences throughout the year and also advertise via posters, leaflets and delegate packs.
- Your book will receive active social media promotion to the relevant community through our blogs and social media campaigns.

**CABI**: meet our expert commissioning editors! We would be delighted to hear from you if you have a new book publishing idea, or if you have any feedback on our CABI books and other publications.

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### CABI: an organization with real values

Remember, CABI is not just a publisher.

#### We are committed to sharing knowledge

Knowledge enables people to support themselves and improve their lives when it is communicated effectively.

#### We care about people

We use our skills to help people around the world – from smallholder farmers in developing countries to researchers and academics. We focus on the uptake and application of knowledge.

#### We value partnerships

Through local, national and international partnerships we can disseminate knowledge with greater reach and impact.

#### We believe in long-term solutions

We build lasting, value-creating relationships with our customers and stakeholders.

#### We are objective and impartial

We will not allow what we say to be influenced by political or commercial considerations. We work with partners including governments to help people. The information we provide is high quality, evidence based, relevant and reliable.

To find out more about CABI, who we are, and what we do, please visit **www.cabi.org** 



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