

PLANNERS

The following planners and/or their spouse/partner have reported no relevant financial relationship with a commercial interest.

Donna Lawton, MS; Nancy Rigotti, MD; Ann Skoczinski, PhD; Theodore Stern, MD

The following planners and/or their spouse/partner have reported a relevant financial relationship with a commercial interest.

Anne Klibanski, MD, Course Director
Investigator (grant support): Ipsen
Consultant: Chiasma
Scientific Advisory Board (consulting): Crinetics

SPEAKERS

The following speakers and/or their spouse/partner have reported no relevant financial relationships with a commercial interest.

Theodore Stern, MD

The following speakers and/or their spouse/partner have reported a relevant financial relationship with a commercial interest.

None

Take Home Points

- Determine why you want to write/edit a book
- Establish your topic and target audience
- Determine whether (and how) to use an agent
- Search for and decide on a publisher

Take Home Points

- Finding a Publisher
 - > See which publishers publish books in your area of interest
 - > Ask your colleagues about their experiences with publishers
 - > Examples of Publishers:
 - Belknap/Harvard University Press
 - Elsevier
 - Lippincott Williams & Wilkins/Wolters Kluwer
 - Oxford University Press
 - McGraw-Hill
 - Saunders

Take Home Points

- Making contact with a publisher
 - Consider hiring an agent; ask your colleagues about their experience with agents
- Create and submit a book proposal
- Reviewing the contract
 - Hire an attorney to review the contract; the devil is always in the details
 - Consider using an attorney from the MGH

Take Home Points

- Decide how broadly and deeply you want the book to go
- Establish a realistic timeline for invitations/collaborators, chapter writing, editing, proofing, and marketing
- Break down the project into manageable pieces
- Provide a template for chapter authors

Take Home Points

- Determine if you want the book to have one “voice”
- Create/find the time to complete your mission
- Build a collaborative relationship with the copyeditor, publisher
- Remember the slogan: Just do it!
