



Sales & Marketing

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Academic, Educational and Professional
Publisher of the Year 2019.

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Publisher of the Year 2020.



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About Emerald

We have been publishing and championing research in business and management and the social sciences for half a century, with over 3,000 books and 340 journals spanning all of our disciplines. Set up by a business school faculty in 1967, Emerald was born of the communities it was set up to serve, with a commitment to help communities make decisions that count, based on research that matters.

Our aim has always been to publish rigorous academic research that helps students, researchers, educators and practitioners at all stages of their career. We combine strong roots in publishing with innovative author services and expertise in education, learning and development designed to nurture fresh thinking and publish research that makes a difference within and beyond academia.



“Committed to helping communities make decisions that count, based on research that matters.”

Award winning

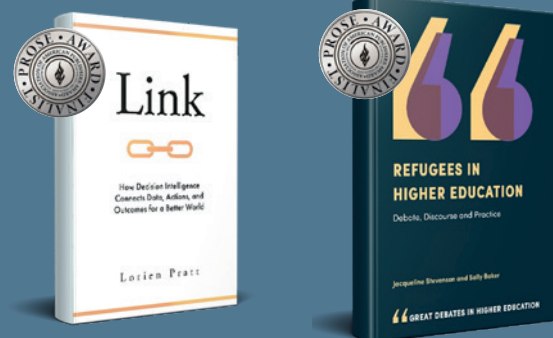
We are honoured to have been named 2019 Academic, Educational and Professional Publisher of the Year at the British Book Awards. The judges said: “This is obviously a great place to be published – a real go-to place for academics. There’s a refreshing difference about Emerald – not just in where it’s publishing from, but from how it goes about it.” The award follows our 2018 Academic and Professional Publisher of the Year win at the Independent Publishers Guild Awards. We know we couldn’t have won these awards without the support of the academic community, and are proud of the investment we have made in our books programme.

As well as these overall awards, we are delighted to have recently won individual prizes for some of our book titles:

WINNER
ipar 2018
The Independent Publishers Guild
ProQuest Academic and Professional
Publisher of the Year 2018

The British Book Awards 2019
Academic, Educational and Professional
Publisher of the Year 2019

The British Book Awards
Shortlisted Academic, Educational and
Professional Publisher of the Year 2020



Our global sales team

In addition to headquarters in the United Kingdom, we have 11 further offices around the world including North and South America, India, The Middle East, Asia, South Africa and Australia, each with its own highly experienced sales force, providing global coverage with local knowledge. We also have 12 regional sales agencies who represent our publishing to the retail, academic, library, specialist and professional sectors.

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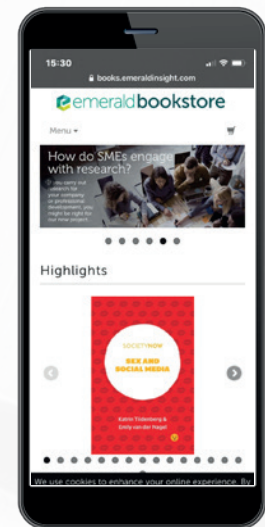
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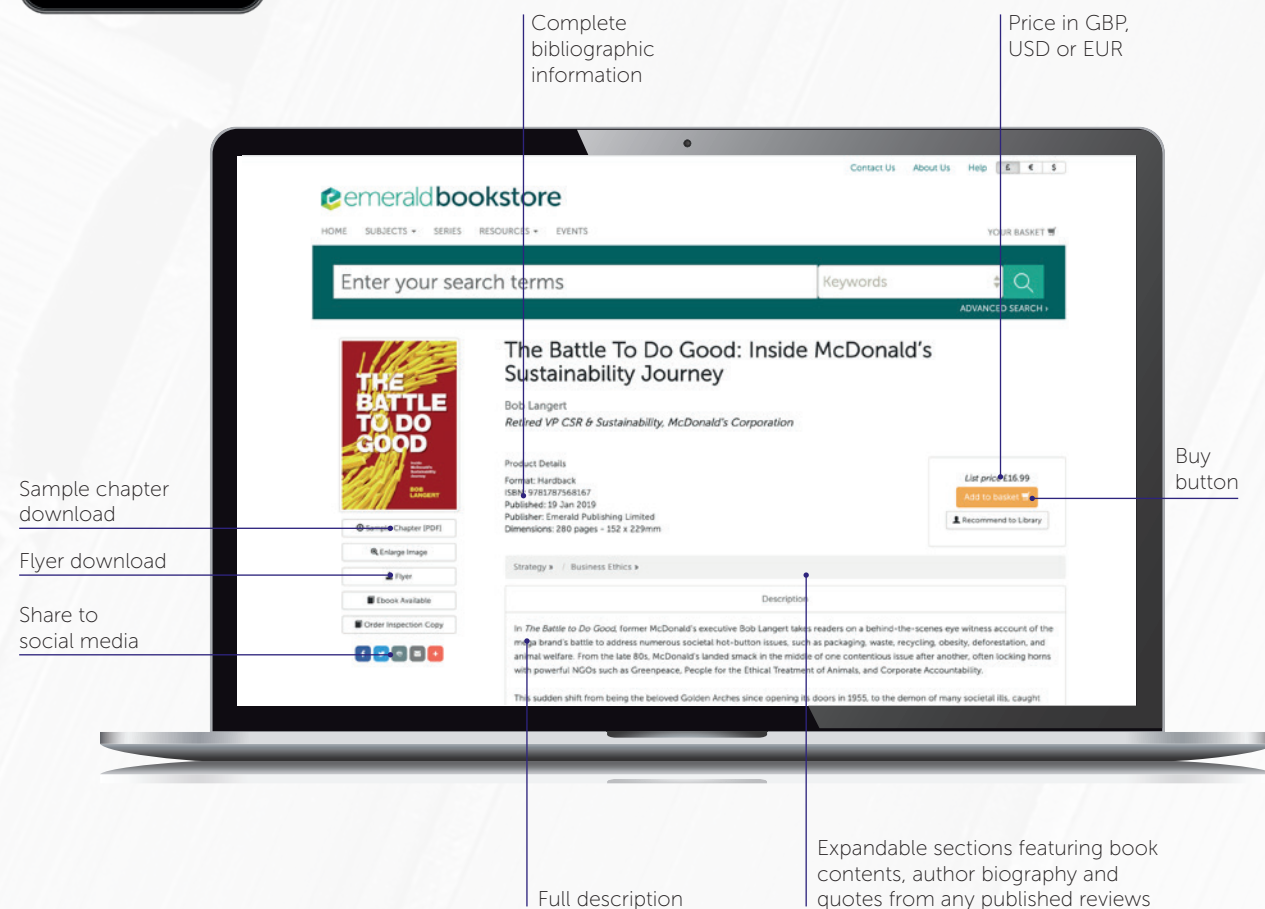
Our books marketing team develop well-timed and carefully targeted campaigns by combining our marketing expertise with your specialist knowledge of your academic or practitioner community.

Here are a just few of the ways we work to get your book noticed...



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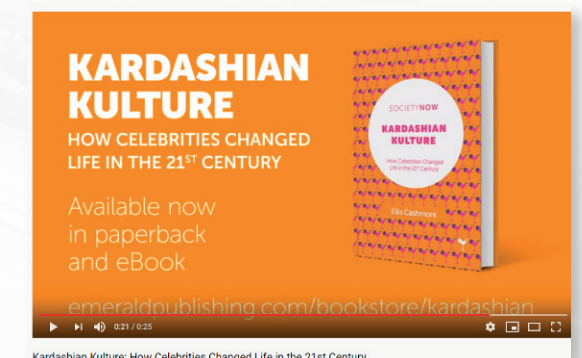
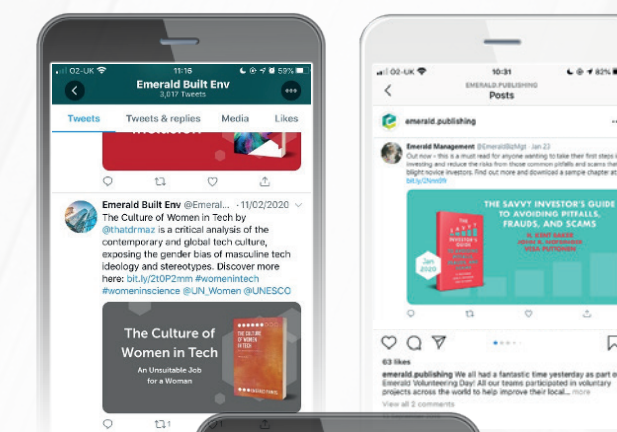
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Kardashian Culture: How Celebrities Changed Life in the 21st Century

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Ten easy ways you can extend marketing reach

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* Source: analysis of Kudos activities and results by the Altmetrics team at Nanyang Technological University



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Amy C. Edmondson,
Harvard Business School, USA

“Emerald have supported my outputs to push the boundaries of traditional academic publishing. I would not have any hesitation in pursuing future publication with Emerald and recommending that other researchers and writers do the same.”

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“Great editors who help authors through the review process with clear and timely feedback.”

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“I often recommend publishing in the SocietyNow series to colleagues. [The publishing team] is professional, open minded and flexible. The fast turnaround, and the publicity/marketing support allow books in the series to truly contribute to ongoing debates on complex issues and bring research into broader conversations.”

Dr Katrin Tiidenberg, Tallinn University, Estonia

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