Anthony Cond, Managing Director
@LivUniPress
The LUP story

• 2004/5: 7 books for the calendar year in the catalogue, 3 journals.

• 2014/15: 84 books, 25 journals.
The LUP story

• ‘This is a publisher that relishes a challenge.’  
  BIA judges

• ‘It does a lot of things you wouldn’t expect from a university press and thinks outside the usual confines of publishing.’  
  IPA judges

• LUP provides valuable evidence that finding growth in the HSS market is not impossible.’  
  Outsell, 2015, ‘10 Companies to Watch’
Success built upon

A balance between the traditional:

- Peer review
- Experienced editors
- Engagement with academics
- Robust editorial board
Success built upon

And the new:

• A plurality of models
• Systems and staff
• International partnership
• Embrace risk
• What is it for?
The domination of OA
What we’ve missed

• OA E-Textbooks
• Crowdfunding
• Augmented Reality
Personalised learning in the context of the increasing size and diversity of the student body.

Tension between improving the quality and reducing the costs of education.

Student expectation: Every book on a reading list is available in the library (it isn’t)
Two Liverpool Projects with JISC:

- *Essentials for Financial Management* could save £56,000 per annum

- *Using Primary Sources* will be used on 20 modules
OA E-textbooks

- Pro-Vice-Chancellor: 'will significantly enhance the Liverpool student experience through the elimination of cost to students for course materials, and the opportunity to tailor those materials to exact pedagogical requirements.'

- University Librarian: 'visionary, innovative and practical ... it demonstrates the way the Library and the University Press at Liverpool are working together to change the landscape of information provision for the better.'
Crowdfunding
Augmented Reality
What is it for?

The Academic Book of the Future
‘We need to ensure that the most valuable qualities of the academic book as printed codex migrate to the new media environment without being devalued. If we get it right, new understandings of what a book can be will enable academic work that at present remains unwritten, indeed unthought.’ Tom Mole