



BUSINESS EXPERT PRESS

The Leader In Concise and Applied Learning Resources

RE: Call for Contributions – Environmental & Social Sustainability for Business Advantage

ONE Division Members; (Opportunity to Publish Short Books for Your Courses)

Business Expert Press’s focus is on publishing concise, academically sound, applied books aimed at providing supplemental material for advanced undergraduate and MBA business education as well as for the business executive education marketplace, an underserved market segment. These short books (150 pages or less) will be used in executive education, and as supplementary material in undergraduate and MBA programs. They are useful for the professional market. The books will be supplemented, as necessary, with cases, articles, newsletters, and simulations, and to this end, BEP distributes its books through University Readers, Xanadu and in selected cases Harvard Business Publishing – the leading providers of cases and course packs.

As the collection editors for the **Environmental & Social Sustainability for Business Advantage** collection, we will review your proposal and offer you feedback on your manuscript prior to making the approval decision. Professional copy editors will also help you with the final manuscript. Business Expert Press employs a quick, 120-day production timeline from start to printed book in-stock.

The collection is envisioned as a comprehensive set of teaching material designed primarily for the needs of executive education programs across functions and disciplines. While Sustainability, Corporate Social Responsibility, and Environmental Management are a prime focus of the collection, we see core management courses, such as accounting, finance, organizational behavior, strategy, marketing, leadership, and operations as prime targets for the content and spirit of the sustainability-related publications. To meet the needs of such a diverse audience, we have an open call for proposals and invite your submissions for book proposals for the following subject areas: sustainability, sustainable value, shared value, green marketing, change management for sustainability, extended producer responsibility, sustainable measurement/accounting, and reporting, entrepreneurship, and sustainable operations. Additional subjects and focus areas, relevant to the overall goals of the collection, will also be considered.

There are several reasons why you might want to consider publishing a book with BEP. You could use such a book in your teaching, both in traditional settings and executive settings. The book could enhance your consulting practice. It will also enhance your vita. Business Expert Press will sell your book both in print and in digital collections to the business school libraries of the world. The library market is large – 7000 libraries globally – and the prices paid for these one-time sales are relatively high when compared to one-time, direct-to-consumer sales. Thus, they yield good royalty potential.

Converting your expertise into a short, focused book for the business education market will be a valuable contribution. If you have an idea for a book that would fit this business model, please contact us via email. We look forward to discussing this opportunity with you.

Sincerely,
Dr. Robert Sroufe
Collection Editor
sroufer@duq.edu

Rob Zwettler, BEP
Acquisitions Editor
rob.zwettler@businessexpertpress.com