

Publish, Not Perish: The Art & Craft of Publishing in Scholarly Journals
<http://www.publishnotperish.org/intro/index.htm>

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Planning that inaugural entry into scholarly publication is an intimidating prospect for new librarians, but often a necessary one. The online tutorial *Publish, Not Perish: The Art and Craft of Publishing in Scholarly Journals* distills the expertise of some twenty-eight sources into a digestible agenda towards scholarly publication. Written by two independent information professionals in contract with the University of Colorado, the website was the August 2007 selection of the Association of College and Research Libraries (ACRL) PRIMO committee. The resultant product seeks to mimic guided instruction through the participatory capabilities of website design.

The tutorial's five self-contained modules cover everything from citation management to resubmitting rejected manuscripts. Portioning up the material creates a flexible template that holds a wealth of information, including a concise summary of Open Access (OA) publishing, a how-to for using journal guides, and a piloted course through the spiky issue of acquiring permissions for copyrighted materials. Those seeking an in-depth look at these topics might turn to one of the sources mined, like P. Paul Heppner and Mary Heppner's *Writing and Publishing your Thesis, Dissertation, and Research: a Guide for Students in the Helping Professions* (2004, Belmont, CA: Brooks/Cole-Thomson Learning), or look for a publication that covers recent developments, like Charles W. Bailey's 2010 compilation of resources on OA, *Transforming Scholarly Publishing Through Open Access: a Bibliography* (Houston, TX: Digital Scholarship). On the other hand, those seeking an introduction or essential review will find this tutorial serves their purposes well.

Unfortunately, the five years since publication have detracted slightly from the website's quality as a reference tool. Occasionally, linked text misdirects to a website other than the one described, and at one point a rotted link to a bookmarking software website unintentionally illustrates the perils of housing your research leads on the web. Still, the utility of a static inventory of citations, accessible from any point within the tutorial, supersedes the frustration of encountering expired links.

As is the case throughout the tutorial, users will find that where minutiae are not actively maintained, the content remains insightful and the design illuminating. The inclusion of interactive quizzes and downloadable worksheets, along with the click-by-click progression through the material, enhance its instructional value and supportive tone (amusingly, the first step on a checklist for handling rejection is "Call your best friend...complain about rejection").

Established scholars may benefit more from suggestions like using lesson plans to launch new research projects, but the majority of the planning techniques provided are also applicable to students and independent authors. The text, which is peppered with direct quotations from publishers, peer reviewers, and authors, can even act as a surrogate for the expertise of a colleague during those inevitable moments of uncertainty. As connoted by the title's play on a stern academic maxim, inclusive support is fundamental to the tutorial's mission. As such,

librarians would benefit from bookmarking this adaptable resource both for patrons and for use throughout their own careers.

References

Bailey, C. (2010). *Transforming scholarly publishing through open access: a bibliography*. Houston, TX: Digital Scholarship.

Heppner, P., & Heppner, M. J. (2004). *Writing and publishing your thesis, dissertation, and research: a guide for students in the helping professions*. Belmont, CA: Thomson/Brooks/Cole.