



Publishing From Your Doctoral Research: Create and Use a Publication Strategy

Janet Salmons and Helen Kara

Series: Insider Guides to Success in Academia

Routledge (Oxford & New York, 2019)

Paperback 300 pages £18 / €21 / \$23/

ISBN: 9781138339149

<https://www.routledge.com/Publishing-from-your-Doctoral-Research-Create-and-Use-a-Publication-Strategy/Salmons-Kara/p/book/9781138339149>

Review by Rasmus Rodineliussen. First published online 10 February 2020.

“So why do you want to write and publish beyond helping your own career? Only you can figure out the answer – and taking that intellectual and emotional step will be worth the effort.” (xix).

This question posed by Janet Salmons and Helen Kara encapsulates what I find most intriguing about this well-written gem of a book, the first in the series “Insider Guides to Success in Academia”.¹ The authors indeed present a *smorgasbord* of publication possibilities – and advice on how to approach them in turn. But more than this, the authors offer their own reflections, together with fictional characters, “People In Progress”, named Kris, Ella, and Nathan (xvi), that allow the reader to not only think strategically about publications, but also to reflect about the important question: why do I want to write?

Throughout the book the reader is guided through a long list of possibilities for publication, while being offered tools to guide and plan a way to both create and implement a publication strategy that will help bring future goals closer. The publication strategy is developed chapter by chapter with exercises adapted for every specific publication type (more exercises and material are offered at the books webpage: www.path2publishing.com).

In Chapter 1 the authors introduce the reader to the books arguments and also introduce the publication strategy that will be developed throughout the book. Chapter 2 follows on from Chapter 1 and begins the work of building and planning the publication strategy. Chapter 3 to 11 all ask the same question: “Why, when, and how should I?”, according to the type of publication. These chapters follow the same outline and are easy to navigate and move between. The

¹ [https://www.routledge.com/Insider-Guides-to-Success-in-](https://www.routledge.com/Insider-Guides-to-Success-in-Academia/book-series/IGSA)

[Academia/book-series/IGSA](https://www.routledge.com/Insider-Guides-to-Success-in-Academia/book-series/IGSA)



publication types covered are: *journal articles; books; book chapters; case studies; working with publishers; alternative methods of publishing; self-publishing; social media; and blogging*. The final chapter sums up the points and helps the reader to start implementing their publication strategy with the assistance of real-life examples from PhD's that already have worked with these tools.

In the beginning the authors state that the quick reader can pick the chapters most relevant to their interests, but they need to read at least Chapter 1, 2 and 12 plus the chapter(s) of choice in order to produce the publication strategy. Due to Chapter 3 to 11 being interchangeable in this way they become a little bit repetitive, but one has to remember that readers can pick and choose from these chapters, and therefore important points needed to be made more than once.

The book is written for those with a PhD that are thinking about using their thesis for publications. But, as the authors also suggest, I find this book to be of as much use to masters students and/or those enrolled in a PhD program. Take myself as an example: I am currently enrolled as a PhD student, and I do find many of the tips and tricks in this book to be very relevant and helpful – not least on how to structure different types of text! Moreover, I wish I had had this book in my hands during my masters when I started drafting my first article for publication. That said, I have tried several of the publication types this book covers:

journal articles (Ch. 3), a case study (Ch. 6), blog posts (the multi-authored type (Ch. 11: 246), and I use Social Media (Ch. 10) to promote the journal I co-edit. My experiences thus resonate with those described in this book.

By way of concluding I wish to return to the question at the beginning. This book does not provide the answer – nor can any book – but what the authors instead succeed in doing, that I find of even more importance than their helpful guide, and aligning with the initial question, is that they are inspirational. I found myself getting more and more in the mood to write with each page turned.

Rasmus Rodineliussen is a PhD student at the department of Social Anthropology, Stockholm University. His current research lies within the domain/intersection of environmental anthropology and political ecology. He has worked with migration and refugee studies, mainly focusing on Syria. Rasmus has published in peer-reviewed journals such as *Anthropology Now*, *Anthrovision*, and *Visual studies* and is currently co-editor at *Anthropology Book Forum*.