



普林斯顿大学出版社

PRINCETON UNIVERSITY PRESS

Princeton University Press

1. Introduction
2. Publishing Program
3. Digital Innovation

1. INTRODUCTION

Princeton UP: Key Facts

- Established 1905
- Not for profit, independent company with close links to Princeton University
- Offices in Princeton and Oxford

Princeton UP: Key Facts

- We publish around 225 new titles and 50 paperback reissues each year.
- We have over 5,000 titles in print.

2. PUBLISHING PROGRAM

Princeton UP Publishing Program

- Outstanding lists across the sciences, social sciences, and the humanities
- Distinguished by the range of our publishing
 - Specialist academic studies
 - Textbooks
 - Field Guides in natural history
 - Trade books for broad audience
- All based on impeccable peer reviewed scholarship

Princeton UP Subject Areas

American History	Comparative Literature	Mind, Body, Spirit
American Literature	Earth Science	Music
Anthropology	Economics	Philosophy
Applied Science & Engineering	Education	Photography
Archaeology & Ancient History	European History	Physics
Art & Architecture	Film Studies	Poetry
Asian & Asian American Studies	Finance	Political Philosophy
Astronomy & Cosmology	Gender Studies	Political Science & International Relations
Biochemistry	History of Science & Medicine, Philosophy of Science	Popular Science
Biological Sciences	Jewish Studies	Postcolonial Studies
Biophysics	Latin American Studies	Psychology
Birds & Natural History	Law	Reference Works & Anthologies
British Literature	Literature: Primary Works & Letters	Religion
Chemistry	Mathematics	Self-Help
Classics	Middle Eastern Studies	Sociology
Cognitive Science		World History/Comparative History
Collected Works & Papers		

Princeton UP Publishing Program

We have especially strong programs in:

- Economics
- Finance
- Mathematics
- Philosophy
- Physics
- Political Science and Philosophy

3. DIGITAL INNOVATION

Princeton UP: Some digital facts

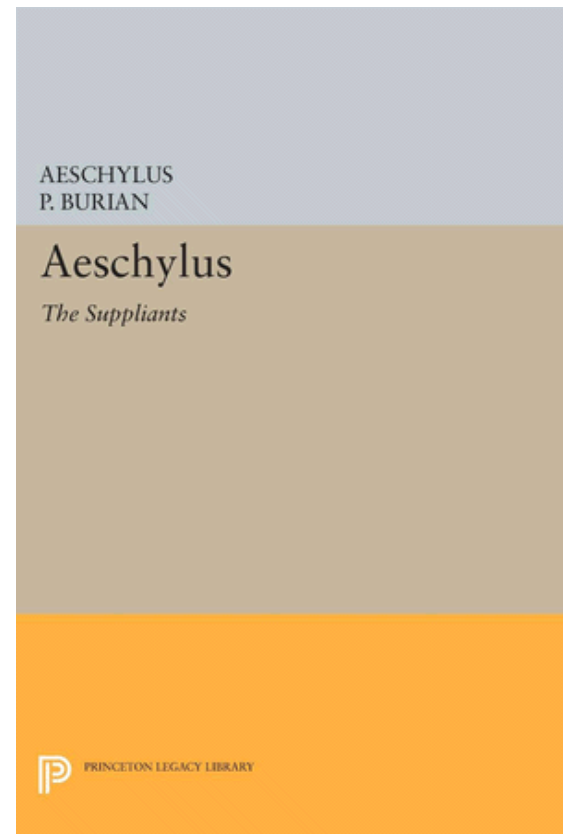
- Ebooks are \$3.5m, approximately 13% of total revenue of \$27.7m.
- Up from \$390k five years ago.
- Retail ebook sales account for 80% of e-revenue.

Digital Innovation

- Princeton Legacy Library
- Key Intellectual Property
- Natural History Publishing
- Experiments

Princeton Legacy Library

- Goal is to make entire backlist to 1905 available
- First 1,200 now available
- POD
- Available for institutional e-book purchase
- Retail e-books will follow



Key Intellectual Property

- Complete works of Aristotle
- Complete works of C.G. Jung



Key Intellectual Property

Barrington Atlas App

“This is the best geography of the ancient world ever achieved. . . . The collective learning poured into this project is almost intimidating to contemplate.” NY Times on the print edition.





Natural History Publishing



BirdGenie Apps

- Quickly identify birds by recording their songs
- Look at vivid images of the bird – some in 3D
- Listen to samples of bird's various songs

Experiments

Digital first



Digital serialization

