



About AGA Press

AGA Press supports the strategic plan of the American Gastroenterological Association Institute by publishing high-quality, authoritative books and other resources spanning the field of digestion. Books are acquired, developed, published, and promoted to meet the needs of two specific target audiences:

- Those who seek clear and helpful information on living well with common digestive diseases and conditions, such as obesity, Crohn's disease, ulcerative colitis, hepatitis, celiac disease, food allergy and intolerance, reflux disease, and irritable bowel syndrome
- Gastroenterology and hepatology physicians and related health care providers and office staff, who seek clinical practice guidelines and business advice

The goals are to

- Support individuals with digestive disorders and diseases in living healthier lives.
- Support GI physicians in providing outstanding care for their patients and improving their practice management.

AGA Press offers authors competitive royalties and the opportunity to share their expertise and to improve the lives of millions of people affected by digestive disorders and diseases.

Proposals

Press staff work with interested authors to create winning proposals that have the best chance of meeting approval during the rigorous review process. Successful proposals include the following information:

- Working title and outline
- Sample chapter
- Purpose of the book, who will benefit from the book, and who will buy it
- List of competitive books and differentiate yours, i.e., why is it unique?
- Author and/or contributor credentials, speaking schedule, affiliations with professional and patient groups, and qualifications to write on the proposed subject
- Date that AGA can expect to receive a manuscript

Proposal Review

- The AGA Press Advisory Board reviews proposals, considering content, medical/scientific credibility, perceived market need, and potential for publicity and strong sales.
- If the review is positive, AGA Press offers a publishing agreement.



The Publishing Agreement

The AGA Press publishing agreement specifies

- Author's and publisher's roles and rights
- Terms for preparation and delivery of the manuscript, including due date
- Author's compensation (royalties)

Publication Process

Throughout the publishing process, authors regularly receive feedback on book content and tone from press staff. Press staff edit manuscripts and work with you to resolve any issues brought up by reviewers. AGA Press oversees review and page and cover design. Once final, the manuscript is prepared for publication. Authors review and approve page proofs before the book goes to the printer.

Books are published in soft-cover format. Most books intended for the general public are also published for digital readers (Kindle, iPad).

Marketing

Each book receives an individualized marketing plan designed to maximize its exposure to the target audience. AGA Press books and resources are actively marketed to our professional and consumer audiences through the AGA Web site (www.gastro.org), catalogs, postcards, Internet blogs and reviews, author speaking engagements at medical conferences and public education programs, and via printed and electronic AGA publications and e-newsletters. Staff promote books to the media and solicit interviews of and talks and articles by authors to publicize books.

Cardinal Publishers Group represents AGA Press consumer books and facilitates sales to the book trade.

For further information, please contact Christine Charlip at ccharlip@gastro.or or 301-941-2627.