

Association for Information Systems AIS Electronic Library (AISeL)

SAIS 2006 Proceedings

Southern (SAIS)

3-1-2006

Panel: So You Want to Write a Textbook: Pitfalls, Practical Advice and Points to Ponder

Tom Case

tcase@gasou.edu

Charles Snyder

Craig Van Slyke

Follow this and additional works at: <http://aisel.aisnet.org/sais2006>

Recommended Citation

Case, Tom; Snyder, Charles; and Slyke, Craig Van, "Panel: So You Want to Write a Textbook: Pitfalls, Practical Advice and Points to Ponder" (2006). *SAIS 2006 Proceedings*. 7.

<http://aisel.aisnet.org/sais2006/7>

This material is brought to you by the Southern (SAIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in SAIS 2006 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

PANEL

SO YOU WANT TO WRITE A TEXTBOOK: PITFALLS, PRACTICAL ADVICE AND POINTS TO PONDER

Tom Case

Georgia Southern University
tcase@gasou.edu

Charles Snyder

Auburn University
snyder@business.auburn.edu

Craig Van Slyke

University of Central Florida
cvanslyke@bus.ucf.edu

Abstract

Writing a textbook is a daunting, time consuming and (potentially) rewarding experience. Making the decision to write a textbook is, of itself, a complex, challenging process. To assist those who may at some point in their careers face this decision, the panel will address many of the issues potential authors face. In addition, panelists will share their personal experiences with textbook authoring. The panel will be highly interactive, enabling audience members to pose questions and share their own thoughts.

Keywords: Writing, authorship, textbook, career management

Structure of the panel

The panel will begin with the moderator introducing each panelist. Following the introduction, each panelist will make a brief (2-3 minute) statement focusing on their textbook writing experiences. Then the moderator will pose questions and raise discussion points (listed below) to the panelists. Audience members will be welcomed to join into the discussion by offering their own insights and raising additional issues and questions. The panel will conclude with a closing question to the panelists, "What is the single most important piece of advice you can offer potential textbook authors?"

All panelists are experienced textbook authors, having written on topics ranging from data communication to electronic commerce. Panelists have worked with a variety of publishers including major textbook publishers such as John Wiley & Sons, McGraw-Hill, and Prentice-Hall.

Discussion Points and Questions

The discussion points and questions listed in this section are intended to be "ice breakers." Because of the interactive nature of the panel, it is likely that not all of the below will be addressed, and that other topics may be discussed.

Making the decision

- Why did you decide to write a textbook?
- What were the most important factors that influenced your decision to write a textbook?
- In retrospect, are there any factors that you should have considered, but did not?
- Knowing what you know now, would you still make the same decision? Why or why not?

The process of writing a textbook

- How did you decide on a publisher?
- How did you go about marketing your book idea to publishers?
- What did you include in your prospectus?
 - Are there any items that you did not include in your prospectus that you should have included?
- How did you manage your relationships with:
 - Co-author(s)?
 - Editor?
 - Other publisher's personnel?
- What supplements did you include? Why?
 - Is it better to prepare the supplements yourself or to have someone else do them? Why?
- How long did it take to write the textbook?
- What aspects of the process were:
 - The most challenging?
 - The most time consuming?
 - The most rewarding?
- How did you balance the writing process with other aspects of your life?
- Describe the review process for your book.
 - How did you respond to reviewer criticisms, comments and suggestions?

Career impacts

- At what point in your career did you begin writing textbooks?
 - In retrospect, was this an appropriate time? Why/not?
- How did writing a textbook impact your career?
 - What were the positives and negatives?

Lessons learned

- If you had it to do over again, what would you do differently?
- Was the experience rewarding? In what way?
- Did the rewards of writing the textbook exceed the costs?