

The Anthropology Department Fall 2012 Colloquia Series

The State of Book Publishing, Scholarly or Otherwise

Reed Malcom & Kate Marshall
Editors, University of California Press

Reed Malcom, Senior Editor for Anthropology and Asian Studies, and Kate Marshall, Editor for Food, Agriculture, and Environmental Studies at the University of California Press, will discuss the state of scholarly book publishing in light of recent, dramatic changes to the economy, the UC system, library acquisitions, and the book business more broadly. With traditional book stores on the decline, and on-line retailers such as Amazon on the rise, what does the future hold for today's academic in light of a university system that still regards the "traditional book" as its gold standard for hiring, promotion, and/or tenure? Q&A with the editors after a 30 minute opening presentation.

REED MALCOLM, Senior Editor for Anthropology and Asian Studies, holds a M.A. in the history of religion from the University of Chicago and a B.A. in political science from UC Berkeley. Prior to joining UC Press in 1995, Reed worked at the University of Chicago Press and at Parallax Press in Berkeley. The UC Press Anthropology list encompasses all aspects of social and cultural studies, including comparative, historical, and multi-sited ethnography. Core areas include medical anthropology, public anthropology, global studies, religion, politics, linguistics, science and technology, Asia, and Latin America. Reed has had the good fortune of publishing such well-known authors as Arthur Kleinman, Joao Biehl, Elinor Ochs, Tanya Luhmann, Joel Robbins, and Michael Jackson, among others. The Asian Studies at UC Press list is one of the longest running and most highly-regarded in the country, having published award-winning titles in history, anthropology, sociology, politics and policy. Authors have included Frederick Wakeman, Andrew Gordon, Sheldon Pollock, Romila Thapar, and Melvyn Goldstein.

KATE MARSHALL, Editor for Food, Agriculture, and Environmental Studies, studied history and education at Bates College in Maine and holds a Master's degree in Latin American studies from UC Berkeley. Kate joined UC Press as an Editorial Assistant in 2008 and began acquiring in 2010. As an editor, she is expanding the award-winning food studies list to include more on agriculture and the environment. Recent titles on her list include *Breaking Through Concrete: Building an Urban Farm Revival*, *The Hakka Cookbook: Chinese Soul Food from around the World* and *The Life of Cheese: Crafting Food and Value in America*.

Monday, Oct 8th
3:30 - 5:00pm
261, Social Sciences 1