



# MOOC & BOOK

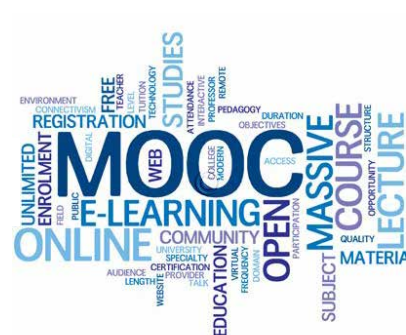
## Guidelines for authors



The Springer Nature **MOOC & BOOK** initiative offers authors a unique opportunity to create a book complementary to an online course, and thereby combine the quality of an academic/scholarly/research essay with the communicative power of an online educational product.

The textbook, specifically conceived for an online course and strictly connected to it, should follow these guidelines:

- It should be more dynamic than a standard textbook in this area, and thus support the MOOC by:
  - including schemes/tables summarizing the theoretical concepts explained in the online videos
  - if the MOOC is more practical, e.g. shows lab cases, applications, examples, and is somewhat lacking in terms of theory, then the textbook should develop the theory to complement the online videos
- It should include numerous exercises with solutions, in addition to those offered in the MOOC
- The most important feature of this textbook is that it includes links to the material contained in the MOOC, which the authors consider relevant
- The textbook should feature multimedia content, such as videos and augmented reality, which can be accessible by PC, tablet, or any other mobile device
- Students who buy the print book can easily access this content through the Springer Nature More Media App, optimized for cell phones and tablets. Readers simply scan the image with their cell phone or tablet and they are taken directly to the video, figure, photo, table, PowerPoint slide, etc. Moreover, this content can be shared via other apps, email, messengers, and more
- Authors are invited to carefully read and use our templates



## Open Access books

Please consider that an OA book could be an appealing option for such a project: visit [springer.com/gp/open-access/springer-open](https://springer.com/gp/open-access/springer-open)

## Extra benefits for authors



Once the book proposal has been accepted for publication, authors will sign an agreement, and will be supported throughout the production process.



Upon publication, authors are entitled to receive a personal free copy of their own eBook. Moreover, book authors, editors and chapter authors are entitled to order books – print and electronic versions – at a 40% discount.



The book will then be published alongside the highest-quality publications in this area, and with the world's most innovative provider of scientific content.



Massive Open Online Courses



[iversity.org](https://iversity.org) is now part of Springer Nature and offers MOOCs and continuing education courses as a digital learning platform in collaboration with colleges and companies.

## Massive Open Online Courses

Springer Nature is pleased to support MOOC instructors, books authors, registered MOOC students, academies and societies providing MOOCs by offering a dedicated approach.

[Visit our website  
springer.com/moocs](https://springer.com/moocs)

## Let us show you how partnering with Springer Nature can benefit you

- Springer Nature offers coupons to registered MOOC students to enable them to purchase specific eBooks and/or print books and, upon request, any Springer Nature related content at a discounted rate. Dedicated links to the full eBook/s and print book/s have to be created; the discount will expire once the MOOC has ended.
- Contact your Springer Nature Publishing Editor before the launch of the MOOC:  
[Springer contacts](#)  
[Palgrave contacts](#)
- The content used within the MOOC can be accessed through an access-controlled URL; it may also be available for the duration of a course with or via other providers and on other platforms.

For any further information, please visit our website:  
[springer.com/moocs](https://springer.com/moocs)

 Follow [twitter.com/SpringerNature](https://twitter.com/SpringerNature)