

# Communicating Mathematics: The Publisher's Role

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**Editorial Director**

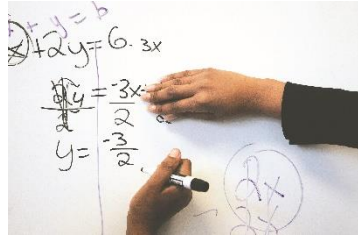
**Data, Engineering, and Mathematical Sciences  
Cambridge University Press and Assessment**



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# The Mathematical Scientist

Teacher



Creator



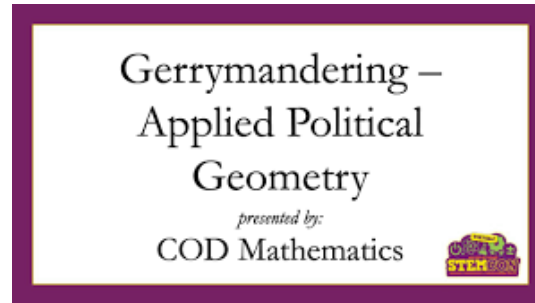
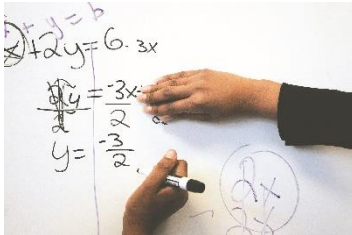
User



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# The Public

- Learners



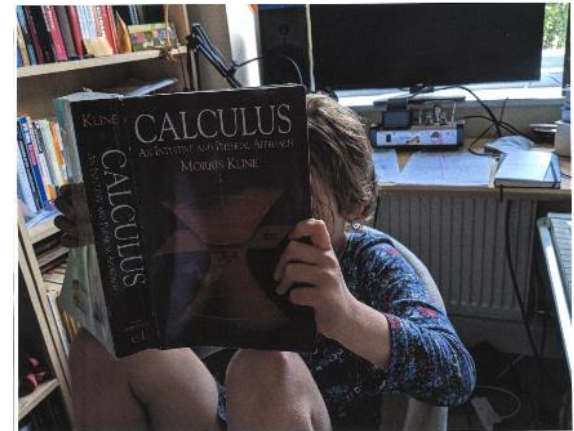
Business/Industry/Government

- Purses



UK Research  
and Innovation

Mysterious Ones



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# The Publisher: Message to Market

**SPRINGER**  
**NATURE**



ROYAL  
STATISTICAL  
SOCIETY  
DATA | EVIDENCE | DECISIONS



arXiv



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# Roles for Publishers

- Acquire content (listen, understand message and aims; match to an audience)
- Provide service (adding value by developing, presentation, curating)
- Disseminate content via old and new vehicles
- Look for opportunities, e.g. new types of content.
- Technology Readiness Level
- MIIR: <https://www.cambridge.org/engage/miir/public-dashboards>

