



Sandy Shepherd,
UCT Press Publisher

From *Sex, Genes & Rock 'n' Roll* to *Youth Violence*

All in a day's work for **Sandy Shepherd**,
UCT Press publisher

Many people do not really understand what the position of a publisher entails. What is a typical day like for you, Sandy, as the UCT Press publisher?

I manage a list of scholarly books, and in any one day this could involve commissioning new titles, assessing book proposals, identifying books to co-publish, and sending them to the Editorial Board for approval. I am also involved in the production of these titles (everything from advising the author on the manuscript, to arranging and chasing peer reviews, editing, designing and printing), as well as in the sales and marketing. As a publisher, I manage the budgets for these books, too.

Who is UCT Press?

UCT Press is an imprint of the academic publisher Juta and Company Ltd, but it works closely with and is guided by an Editorial Board comprising UCT faculty.

Your thoughts on the perception some people have that publishers are greedy, hanging from the coattails of their authors, adding no value to society?

Greedy for money? No one enters publishing to make lots of money. It is a notoriously risky industry with low revenues. Greedy for ideas? Yes we are – we are constantly looking for new research, new concepts and new authors. Publishers who create scholarly books serve a very important role in showcasing the latest research and intellectual thought, and provide the bridge from the campus to the community.

Is publishing a dying business worldwide because of the drive for open access to content?

The picture around open access is still not a clear one. The big question is, open access to what?

If it is to raw research, then there are strong arguments for making that freely available. But a publisher adds a

lot to this when turning it into a book – for example, improving the language and structure, designing the look of the page, indexing – and this makes the content more user-friendly to a wider group of people, who I think will still want it in this value-added form. Having invested in these improvements, why should a publisher give it away for nothing?

How have technological developments such as the introduction of iPads, Kindles and e-books into the market changed the publishing industry and how are you and UCT Press adapting to the changes?

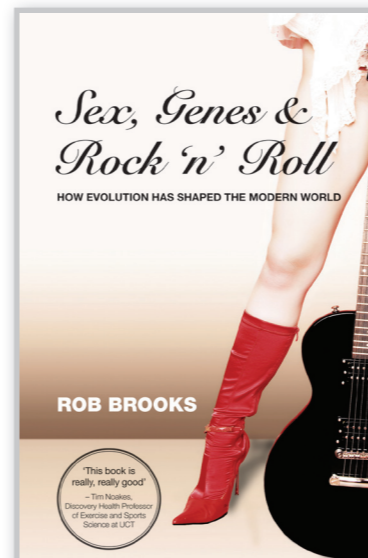
The e-book developments mean that information can be made available to readers in more ways than before. They have had greater impact on fiction publishing than on scholarly publishing – the uptake of e-books in our field is very small. But we are selling our books in both print and electronic formats to provide as many options to our readers as possible.

How did *Sex, Genes and Rock 'n' Roll* come about?

The Australian publisher of this book gave me a copy at the Frankfurt Book Fair last year to consider for co-publishing in southern Africa. I read it with growing fascination. Although it is authoritative and scholarly on the topic of evolutionary biology, it draws into the subject aspects that all of us – not just academics – are interested in, and uses South Africa for some of its examples. It is also written in a very readable style, which persuaded me that it would be of interest to a wide readership here. The author is South African, by the way, but has relocated to New South Wales.

What must a potential author do to publish with UCT Press?

Look at our catalogue to see if we are the right sort of publisher for the manuscript, and if so, complete a publishing proposal form – available on our website www.uctpress.co.za – and send it to me.



Sex, Genes and Rock 'n' Roll: How Evolution Has Shaped the Modern World

Author Rob Brooks
ISBN 978 1 92049 998 3
Size 235 x 152mm
Extent 312 pages
Format Soft cover
Retail Price R275 (incl. VAT)

Why are people getting fatter? Why do so many rock stars end up dead at 27? Is there any hope of curbing population growth, rampant consumerism and the environmental devastation they wreak?

Evolutionary biologist Rob Brooks, author of the new UCT Press title *Sex, Genes & Rock 'n' Roll*, argues that the origins of these 21st-century problems can be found where the ancient forces of evolution collide with modern culture and economics.

"I aim to provide an entertaining glimpse of the world through the eyes of an evolutionary biologist. I research animal and human evolution in order to understand both human history and the lives people lead today," says Brooks.

In this book Brooks illustrates how evolution stands alongside economics, anthropology, psychology and political science in shaping our world, and how it affects important aspects of our lives, from falling in love, sexual conflict and fertility to obesity, consumption and ageing - as well as our obsession with rock 'n' roll.

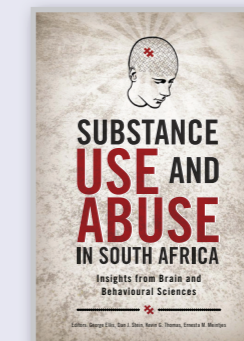
Evolution is much more than a history lesson; properly employed, it is an illuminating guide to the present and a powerful prophet of the future. And Rob Brooks uses evolutionary thinking not just properly, but superbly. Whether illuminating the obesity crisis, world population, the ever-fascinating panorama of sex and love, or the adaptive value of music (especially rock and roll), *Sex, Genes & Rock 'n' Roll* offers up a humane, accessible and scientifically informed vision of how evolution is always with us.

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OTHER BOOKS

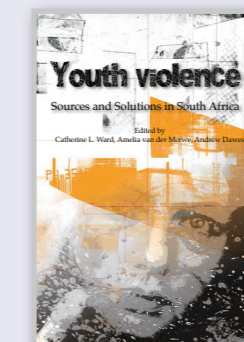
published in 2012 by UCT PRESS



Substance Use and Abuse: Insights from Brain and Behavioural Sciences

Editors G Ellis, D Stein, E Meintjes, K Thomas
ISBN 978 1 91989 529 1
Size 245 x 168mm
Extent 448 pages
Format Soft cover
Retail Price R420 (incl. VAT)

This ground-breaking book looks at the problem of substance abuse from multiple perspectives and particularly in the light of recent discoveries in brain and behavioural science, but also takes a public health view. Its focus ranges from brain imaging and neuropsychiatry to policy and prevention. This is the first book to address the nature of this problem in an integrated way, written by local researchers at the cutting edge.



Youth Violence: Sources and Solutions in South Africa

Editors C Ward, A Dawes, A van der Merwe
ISBN 978 1 91989 587 1
Size 228 x 152mm
Extent 432 pages
Format Soft cover
Retail Price R299 (incl. VAT)

This book thoroughly and carefully reviews the evidence for risk and protective factors that influence the likelihood of young people acting aggressively. Layers of understanding are built by viewing the problem from a multitude of perspectives. The book also reviews the evidence for effective interventions in the contexts of young people's lives. In doing so, thoughtful suggestions are made for keeping an evidence-based perspective while (necessarily) adapting interventions for developing world contexts, such as South Africa.

