

[Upcoming Interview: Transforming Academic Work Into “Brainy Non-Fiction”](#)

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Type:

Event

Date:

October 26, 2021

Subject Fields:

Communication, History Education, Humanities, Political Science, Social Sciences

We want to invite you to our upcoming interview on **writing an academic book with popular appeal**. Scholars such as Yuval Noah Harari and Jordan Peterson have broken barriers by transforming their academic works into compelling books that appeal to a large audience. How did they succeed in doing so?

Join senior editors **Heather Gold of Yale University Press, Michael Watson of Cambridge University Press, and Richard Baggaley of McGill-Queen's University Press** for a discussion on how to position your manuscript to shape public debate.

Together, we will explore:

- Tools to ensure your book appeals to a broad intellectual audience
- Prioritization of “brainy non-fiction” among leading university publishers
- Active steps to leverage your network to increase your book’s reach

[Click here to register](#)

Tuesday, October 26 at 4:30 PM Israel time/ 2:30 PM UK/ 9:30 AM EDT on Zoom

P.S. Stuck at a department meeting during the interview? Register using the link above and we will send you a recording following the event.

Sincerely,

Avi Staiman, CEO

Int. Phone: +972-522-414-342

US Phone: 667-309-1572

[Book a meeting with me](#)

Contact Info:

avi@aclang.com

URL:

<http://www.aclang.com/event/mcgill-queens-university-press-october-26-2021/?src=H-Announce>