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Springer and T.M.C. Asser Instituut sign exclusive agreement on law book program for T.M.C. Asser Press



The T.M.C. Asser Instituut has signed an exclusive agreement with Springer-Verlag (Heidelberg, Dordrecht, New York) for the marketing and distribution of T.M.C. Asser Press's new and existing English language titles. Asser will continue to be responsible for its program planning and title development with its authors. The agreement also provides a framework for Springer handling the production of the T.M.C. Asser Press titles, which will continue to be branded as T.M.C. Asser Press books.

Springer is the largest academic book publisher in the world with a fast growing presence in the field of international law. The move to Springer-Verlag sees the high-quality Asser Press book program benefiting from their strong marketing and sales network of 22 offices around the world.

The marketing and distribution for the book portfolio were previously handled by Cambridge University Press.. The representation by Springer started on August 1, 2010. The Asser Press periodicals will continue to be handled by Cambridge University Press.

Via Springer the Asser Press books will be sold both in the conventional hardcopy format as well as e-book. Springer is the world's leading e-book publisher with more than 32,000 e-book titles. The Asser Press books will also be included in their successful e-Book Collections, which are now available at universities and libraries worldwide. Hence, the Asser Press authors will benefit of increased visibility and readership by having their books made available to millions of users.

The first new titles will arrive at Springer for production in August 2010. Springer will publish all new T.M.C Asser Press titles on its online platform www.springerlink.com, marketing them worldwide with its existing eBook packages as well as producing the books in print-to-order (PTO) format. The metadata for the individual titles, such as ISBN, title and author, allow them to be clearly identified as T.M.C. Asser Press titles and hence quickly to be located on the Springer website.

"We look forward to cooperating closely with T.M.C. Asser Press and the T.M.C. Asser Instituut, a reputed international law institute. The Asser Press program will further enhance our international portfolio in the field of international law. It also allows us to extend and expand our program in the areas of International Criminal Law, International Humanitarian Law, IT & Law and International Sports Law. The agreement with Asser reinforces our strategic decision to become a leading ePublisher," said Brigitte Reschke, Executive Editor of Law at Springer.

Philip van Tongeren, Director and Publisher of T.M.C. Asser Press, showing his excitement about the Springer and Asser Press collaboration, said "This strong partnership with Springer will benefit T.M.C. Asser Press and its authors, because our books will be marketed and sold through Springer's excellent worldwide marketing and sales network, and at the same time take advantage of Springer's innovative production and e-book distribution systems. This will make our books accessible to millions of readers worldwide."

T.M.C. Asser Press (www.asserpress.nl) is dedicated to not only serving the publication needs of the T.M.C. Asser Instituut, but also those of organizations, academics and practitioners worldwide in the fields of public international law, private international law, international criminal and humanitarian law, European law, information technology law, and international sports law. Its publications range from monographs, series, yearbooks and reference books to student readers and periodicals. Asser

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