



Frequently Asked Questions

What is the SHRM + Kogan Page co-publishing partnership?

It is a strategic collaboration between **SHRM**, the trusted authority on all things work, and **Kogan Page**, the leading independent publisher of award-winning business books, including a list of highly regarded HR titles. Together, we publish high-impact titles that deliver authoritative, relevant, and transformative content that serves SHRM's members and the broader HR and business community.

What are the roles of the partners?

Kogan Page is the publisher of record and leads the acquisition, development, production, marketing, and distribution of titles in the program. SHRM contributes its expertise and member perspective to help ensure content aligns with its mission and community.

What kinds of books are you looking to publish?

We focus on practical, forward-looking books that address leadership, workplace culture, inclusion and diversity, compliance, talent strategy, employee experience, organizational behavior, change management, and future-of-work innovation.

How are new book ideas selected?

Book concepts are developed through Kogan Page's market-driven acquisitions process and assessed for alignment with SHRM's strategic priorities, including the SHRM Body of Applied Skills and Knowledge (SHRM BASK).

Who can pitch a book idea?

We welcome proposals from HR professionals, people managers, executives, consultants, and researchers — anyone with insights that can inform and advance the future of work.

What support do authors receive?

Kogan Page's editors — acquisitions and development — work closely with authors to ensure the highest standards, and its expert production team oversees every stage from copy editing and design to printing while upholding rigorous accessibility standards and sustainability practices.

Will I be involved in marketing my book?

Yes. Authors are key partners in promotional planning. You'll work closely with our marketing teams to develop and execute campaigns tailored to your audience and platform.

How are books promoted and marketed?

Our joint marketing strategy includes content creation, digital campaigns, publicity outreach, and event participation. We build personas and messaging around each book to maximize visibility and sales across all channels.

How do I get started?

Visit shrm.org/authorpitch to learn how to pitch your book idea directly to SHRM and Kogan Page. We review proposals on a rolling basis and look forward to hearing how your expertise can help shape the future of work.

Where will my book be sold?

Books are distributed globally in print and digital formats through all major retail and academic channels, including leading book wholesalers, online retailers, independent bookstores, academic digital platforms (including Kogan Page's own KoganPage+ digital-first platform), and SHRM's and Kogan Page's e-commerce stores.

What about licensing and foreign rights?

Kogan Page has a thriving licensing and rights business, with translation rights sold in over 50 countries.

What are the key advantages of publishing under the SHRM + Kogan Page imprint?

You benefit from the credibility of two trusted brands, full editorial and marketing support, global reach in over 90 countries, expanded distribution through Kogan Page's network of sales channels, and access to SHRM's expansive network of nearly 340,000 members.



Learn more at shrm.org/books