THE CONCEPT

- 28 titles
- Covering Latin American politics & history, African politics, classics, and more
- Published and sold as hardcovers, ebooks, and to institutional libraries on Cambridge Core, as normal
- Target revenue of £8,000 per title
- Upon reaching the target, the title is published as an Open Access book

FLIP IT OPEN IS...

- Geared towards demand
- Flipping publishing model upside down
- Sought-after titles are the books that should be freely available first
- The implementation of the core OA principles of availability, inclusivity and dissemination

FLIP IT OPEN ISN’T...

- A program in response to any particular government, funder or society mandate
- A mechanism for funding all our publishing.
- Asking libraries to do anything different – no extra budgets