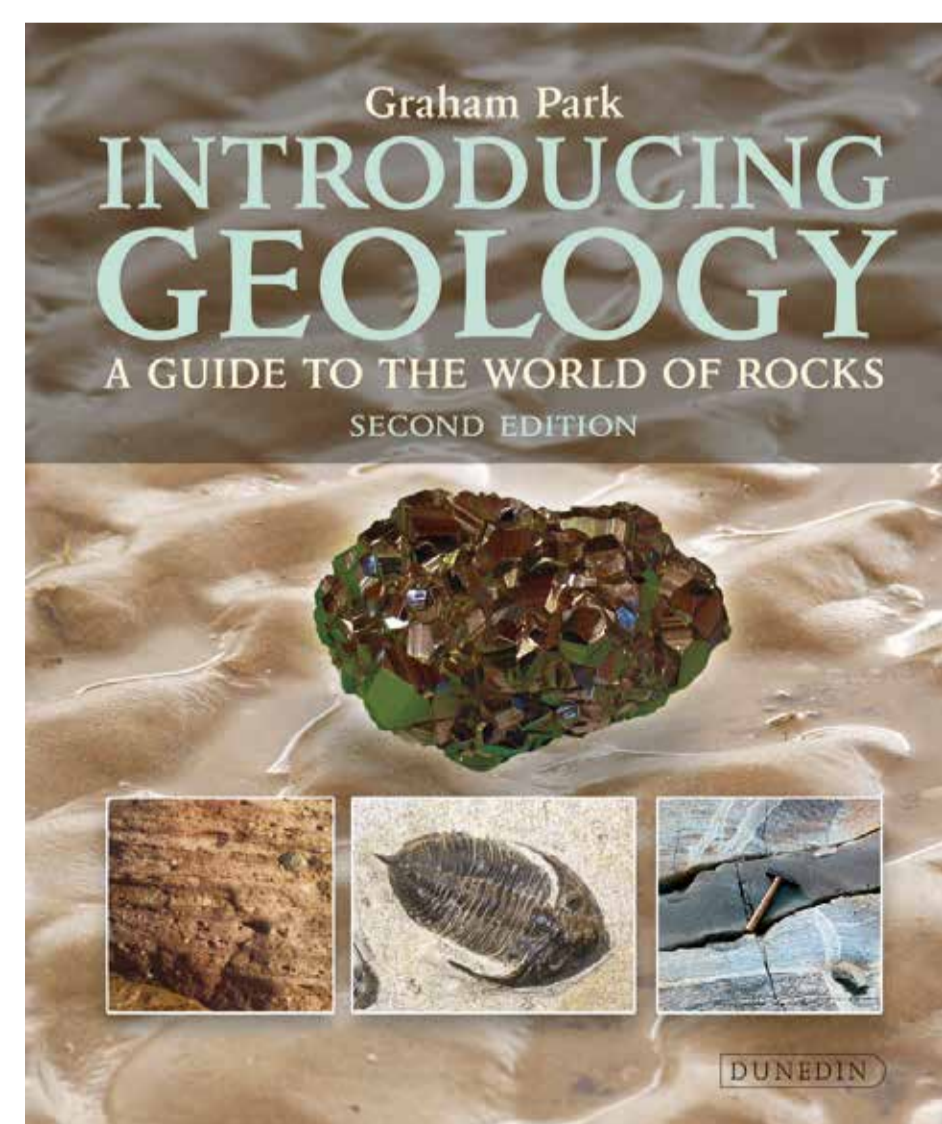
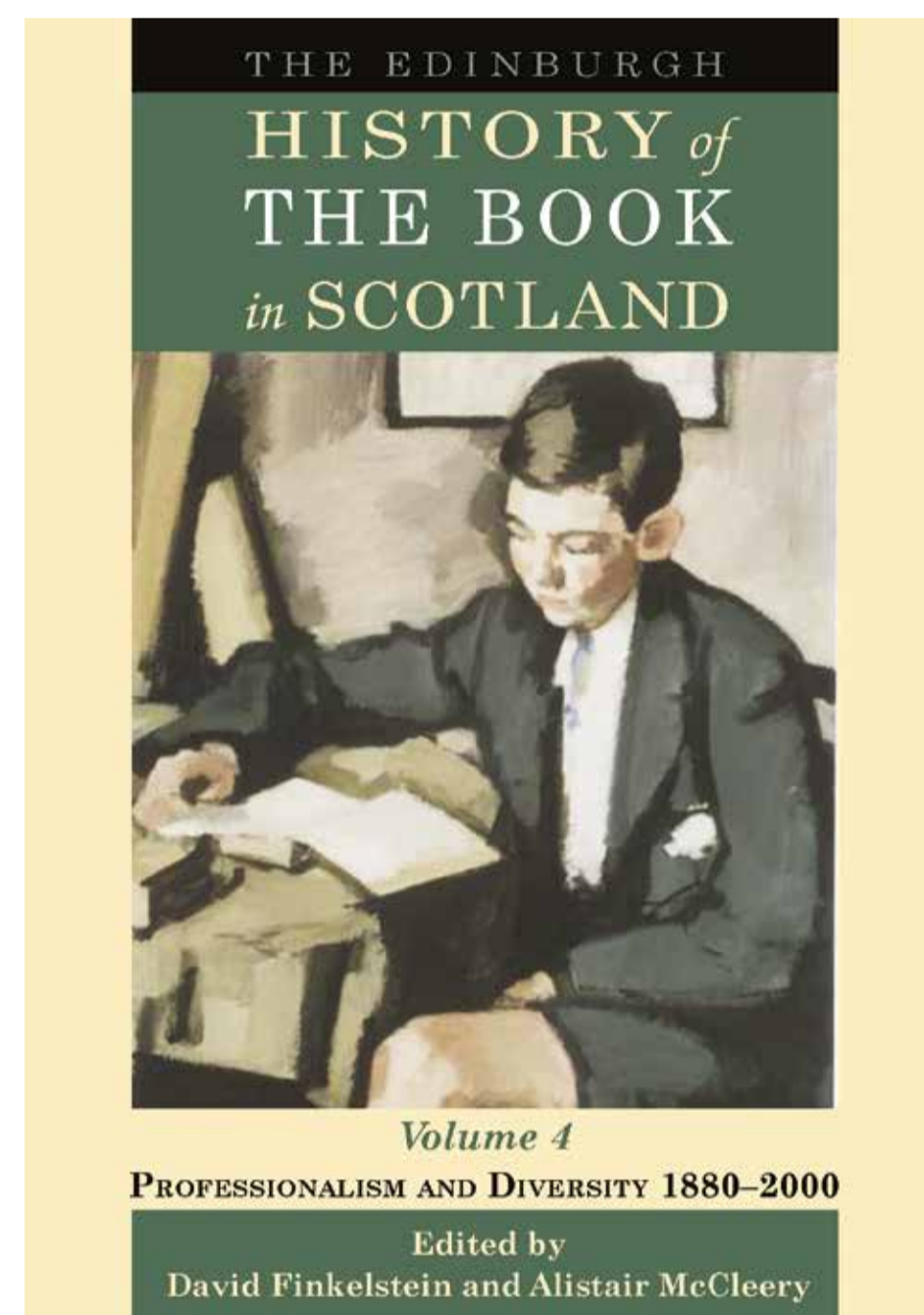
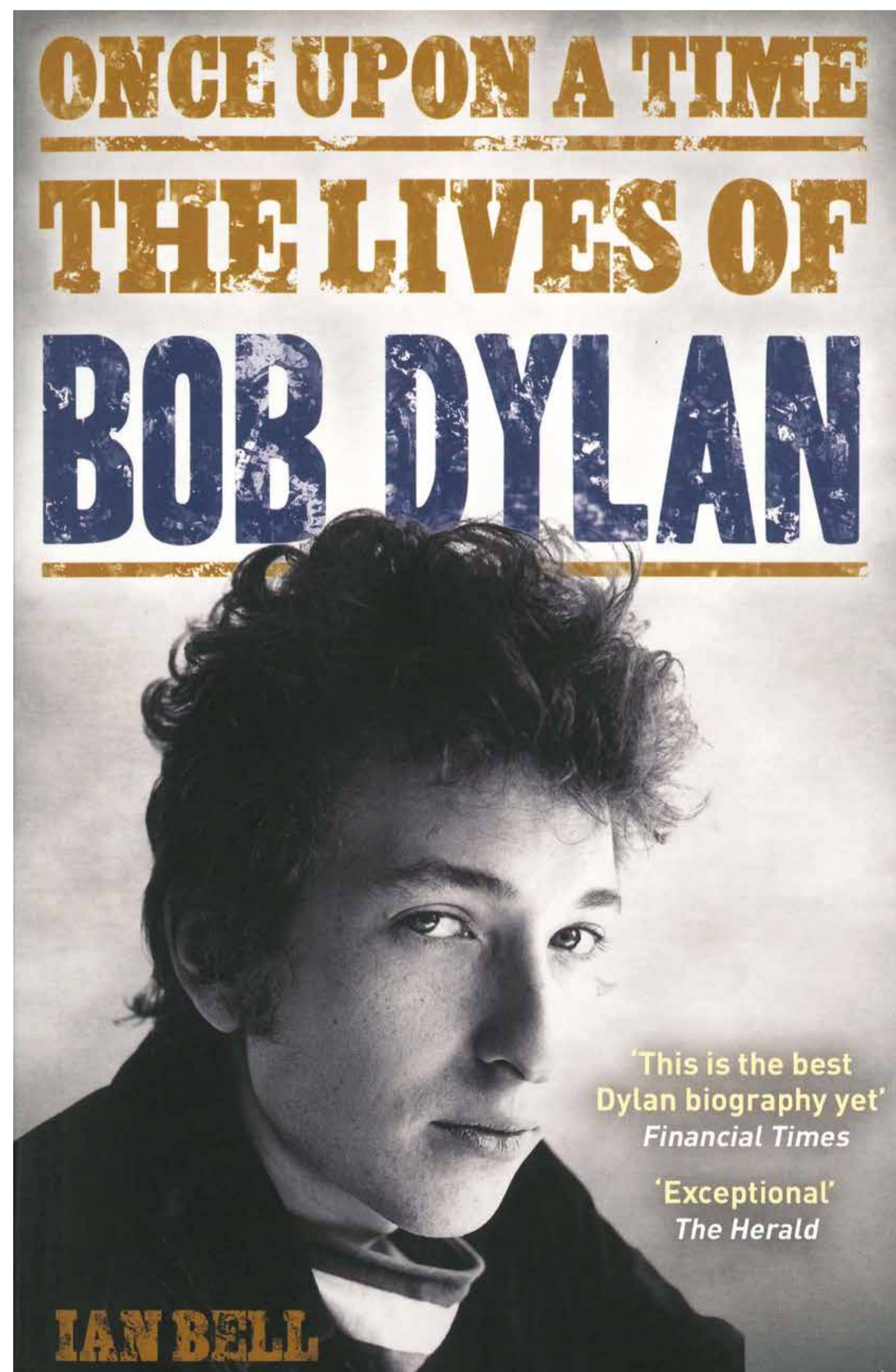


General and academic publishing



General publishing is the name for books - fiction and non-fiction - that are aimed at the 'general' reader. Non-fiction titles – nature and wildlife, sports, lifestyle titles, history, heritage, music, folklore, guides, and humour, to name but a few genres – form the backbone of Scottish publishing.

General publishers such as Luath Press, Mainstream, Neil Wilson Publishing and Birlinn, respond to the popular demand for an understanding of Scotland by producing scholarly and accessible books for a wide readership. Mainstream commissioned Duncan Macmillan to produce *Scottish Art 1460-1990* (second edition 2000) and invested heavily in its high production values. Newer general publishers include - BackPage Press, Hallewell Publications, Lomax Press, Olida Publishing, Serafina, and Moonlight.

Edinburgh University Press from its origins in the 1940s was committed to acting as a key outlet for Scottish scholarship, laying the foundations for a much fuller understanding of the nation's history and contributing to the debate about its political status. Landmark titles such as George Davie's *The Democratic Intellect* and AJ Youngson's *The Making of Classical Edinburgh* underlined the commitment of EUP to this field and led to investments such as the four-volume Edinburgh History of the Book in Scotland (2008-present). International markets constitute up to 50% of EUP's business and co-publication agreements with a number of other university presses, particularly in the USA, have contributed to its high esteem and expanding revenues.

More recently, Dunedin Academic Press and Dundee Academic Press have contributed to the stock of knowledge by publishing specialist titles.