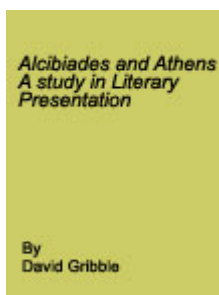
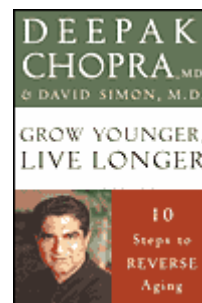


## Identifying Scholarly Books

	<b>Scholarly</b>	<b>Popular</b>
<b>Author</b>	Recognized experts in the field, professional practitioners, scholars	Amateurs, professional writers, journalists, celebrities
<b>Publisher</b>	University/scholarly press, research institution, professional association	Commercial publisher, vanity presses
<b>Documentation</b>	Citations, bibliography	Few—if any—citations, no bibliography
<b>Audience</b>	Scholars, students, people with knowledge of the field	General public, non-scholarly interest groups
<b>Content</b>	In-depth analysis, thorough overview of a topic	Simple—sometimes superficial—discussions of topics of current interest, news, entertainment
<b>Appearance</b>	Mainly textual. Focus on content, not appearance	Attractive, eye-catching, glossy cover, perhaps sensational
<b>Review Process</b>	Extensive reviews by experts in the field prior to publication	Reviewed by editorial departments of publishing houses; sometimes purchased before writing
<b>Illustration</b>	Charts & graphs used to elucidate concepts and arguments	Exciting, sometimes sensational photographs
<b>Language</b>	Conforms to standard discourse of the field; arguments and supporting evidence clearly stated; may lead to lengthy text	Simple language suitable for any reader; claims made without detailing supporting evidence; concise



**Example of a Scholarly Book**



**Example of a Popular Book**