

The nuts and bolts of your book

Prelims

The prelims of a book consist of any material that is to appear in the book before the main text. All Cengage Learning books include a half-title page, a title page, a copyright page (which we supply) and a table of contents. Other material, such as a dedication, foreword, list of contributors or preface, may be included as appropriate. A list of figures, tables and boxes is also included as necessary.

Title page

The title page contains the book's full title and subtitle (if necessary) and names of all the authors (or editors). Your name should be typed below the title as you want it to appear on the book's cover. If more than one author is involved, the names should be typed in the order that they should appear. You may include affiliations below each name. Unless otherwise specified, editors will appear as Editors.

Dedication

A dedication is optional and if required should be typed on a separate page.

Table of contents

The table of contents serves as a quick reference to what is in the book. The contents page should list, by order of appearance:

- All prelim elements except title page, copyright page and dedication
- Part numbers and titles, if your book will have them
- Chapter numbers and titles
- First level headings (A heads)
- All end matter (appendices, glossary, references, bibliography, index)

You may list the primary subheads for each chapter if you feel they are necessary to give the reader a sense of the chapter's contents. Do not list more than the first-level subheads.

The wording of titles and headings on the contents page must be identical to the actual titles and headings in the text.

Do not number your contents listings. Page numbers are unnecessary, as they will change when the book is typeset.

Foreword

A foreword is a brief statement about your book written by someone else. (The brief statement *you* write is called the *preface*.) The foreword should include the author's name at its close. A foreword is optional.

Preface

The preface is the brief introduction to your book that you write. Prefaces describe the scope and importance of the book and its intended audience; they do not discuss the subject matter substantially or provide background detail (that information, if you wish to include it, belongs in an introduction, which is part of the text proper). Unless the reader will have some question as to who wrote the preface (as when a book has more than one author), it is understood that you wrote it, so the preface should not close with your name.

Acknowledgements

Acknowledgements may be included as part of the preface, or they may be a separate part of the front matter, following (or in lieu of) the preface. You may wish to acknowledge anyone who has helped you with the book. You may also include acknowledgement of copyright material, permissions or artwork sources; alternatively, you could provide a list of illustration sources at the back of the book, particularly if the list is long.

Please note that it is essential to acknowledge *trademark material*. Please supply a listing of any particular trademarks you wish to use or indicate by name, stating whether they are trademarks (™) or registered trademarks (®) and giving the name of the trademark owner.

See also the section on **Permissions**.

Text Style

Please follow the *Oxford Dictionary for Writers and Editors* and *Fowler's Modern English Usage* for points of style and the *Concise Oxford Dictionary* for spelling and division of words. Issues of style, grammar, punctuation and so on are dealt with in detail in the **House style** guide. This guide will be used by the copy-editor and gives our preferred conventions.

Clarity and consistency are essential. Be especially vigilant in maintaining consistency in spelling: if you capitalize, hyphenate, or abbreviate a term once, for example, you should do so consistently throughout the manuscript.

The copy-editor will ensure that grammar, spelling, punctuation and styling of a manuscript are correct, but do not abdicate all responsibility for this job to them. While the copy-editors we use are specialists, they may not be experts in your field. It is difficult for the copy-editor to know if terminology and references etc. are correct. Be especially careful, therefore, to make sure that all of this kind of material is spelled, typed and styled as it should be.

Parts and Chapters

Bigger isn't always better when it comes to chapters. On average, you should have between 20 and 50 printed pages per chapter. If you have more than 50 pages in a chapter, consider dividing it into smaller chapters. Although it depends on the trim size of your book, usually there are 350–400 words per printed text page. If the chapters in your book will usefully group into distinct sections, you may consider using part titles. Please discuss this with your development editor.

If you divide your book into parts, you should still number all chapters sequentially – regardless of what part they are in. So, for example, the first chapter in Part 2 will never be Chapter 1. If the last chapter in Part 1 is 4, the first chapter in Part 2 is 5.

Headings

Most Cengage Learning manuscripts have several levels of headings. The style and frequency of subheadings should be decided in consultation with your development editor, and will reflect the nature of your material, your general approach to the subject and the needs of your audience. Parts and chapters should have titles as well as numbers. Chapter titles should clearly and succinctly state the subject of the chapter.

It is important that you distinguish levels of sub-heading in some way, that you follow this system consistently and that you tell us in your covering letter the system you have used. You might, for example, indicate all first-level subheads by writing a number 1 in the left margin; all second level subheads with a number 2; and so on. Whatever system you choose, keep it simple and use it consistently. If you are using Microsoft Word for Windows, heading systems can be easily managed using styles.

Always leave an extra double space above and below a subhead, regardless of the system you choose. We also request that you do not use all-caps as a head style. This way, correct upper- and lower-case capitalization can be preserved when your headings are converted into the book's design specification.

Avoid using more than three levels of subhead; too many heads make a cluttered text. The wording of subheads, like that of chapter titles, should clearly and succinctly state the contents of the section that follows.

Lists

Use lists to call the reader's attention to material or to clarify a point. Too many lists can clutter the text, so please do not use them as a shortcut for adequate description of a subject. Lists may be numbered, unnumbered or bulleted. Try to use each kind consistently.

Generally, numbered lists are used to enumerate items (as in 'Five reasons for this effect are:...' or 'Follow the steps below:...').

Exercise, tutorial and answer material

Your development editor will discuss the need for this type of material in your work (especially for text books). If you are to include any of these elements it is important to decide where to position them. Exercises are normally placed at the end of each chapter. However, there may be good reason to place questions within the main body of the text. It is normally expected that you will provide answers which may be placed with the questions, or at the end of the book as an appendix, in a solutions manual (if appropriate) or on the Cengage Learning web site.

Notes and references

Two types of notes are generally used, explanatory notes and references. Explanatory notes clarify the text but cannot be incorporated into the text without totally disrupting the discussion. Reference citations give credit to another source.

At Cengage Learning, we do not use footnotes. All explanatory notes are inserted at the end of chapters, as chapter notes. Please talk to your production editor if you need any clarification regarding this.

We prefer the author–date (Harvard) system of reference citations and strongly recommend that you use it. This makes the job of compiling references much easier. References are cited in the text using the author’s last name and the date of publication. The author’s name may be given parenthetically with the date – (Smith 1969) – or mentioned in the text if the name is part of the discussion, with the date still parenthetical – ‘Smith (1969) states that ...’ Notice that reference citations are not numbered. The list of references, arranged alphabetically, appears at the end of the book, unless their quantity or relevance is such that they would be better placed at the end of each chapter.

The following guidelines will give you some of the basic rules of the system:

- Multiple sources in one parenthetical citation are separated by semi-colons: (Smith 1969; Jones 1984; Roberts 1987).
- Works with three or fewer authors include all names: (Smith, Jones, and Roberts 1987).
- When a cited work has four or more authors, the first author’s name is used, with *et al.*: (Johnson *et al.* 1986).
- If you are citing a direct quotation, include the page number on which the quote appears in the original source: (Johnson 1980: 63).
- If two different authors whom you are citing have the same last name, include the first initial in text citations: (K. Bronson 1984); (F. Bronson 1942).
- If an author has written more than one publication in the same year put 'a', 'b' etc. next to the date eg: (Smith 1996a) so that the reader can match it up to the correct reference.
- Never use *ibid.* or *op. cit.* for text citations when using the author-date system.

End of chapter reference lists should be double-spaced and arranged alphabetically by last name. If a cited work has multiple authors, you should alphabetize by the first listed author. The list should begin with the word **References**, a heading the same level as your primary subhead.

Cross references

If you intend to use cross references to other parts of your text, keep them to an essential minimum. Too many cross references are distracting to the reader and can also be expensive to implement at proof stage, as the typesetter will charge separately for each page number that is inserted. Remember that it is your responsibility to add the correct page numbers at proof stage.

Tables

Tables consist of rows and columns of data. Lists and blocks of text should not be called tables; these should be part of the running text. Charts (such as flow charts) and graphs are not tables; they are technical illustrations and should be treated as line artwork.

Use small, in-text tables when you are presenting a small amount of data (five lines or less) that readers could assimilate more easily if it were presented in a table. In-text tables don't need titles or captions. Use larger, stand-alone tables when you're presenting more than five lines of information.

Stand-alone tables should be double-numbered by chapter (Table 1.1, Table 1.2, etc.). The table title should appear at the top of the table and should be brief and explanatory. Source information should appear at the bottom of the table.

Source lines are required for any table that you did not compile yourself. If you are using a table from another source without changing it, simply list the source, following the style for end-of-chapter references. If you are adapting a table from a source, the source line should begin with

Adapted from: Any table that you did not compile yourself may require written permission from the source for reproduction. See section on **Permissions**.

All tables should be referred to by number in the text ('see Table 2.1 ...'). You should also indicate where in the text the table should appear. As with figures, tables should be supplied separate from the manuscript.

Endmatter

Endmatter consists of any material following the body of the text. It may include appendices, the glossary and the bibliography; it nearly always includes an index, although this will not be submitted with the manuscript. Endmatter should be continuously paginated with the main body of the text, so that if the last page of the last chapter is 425, the first page of the end matter is 426.

Appendices

Appendices contain useful supplementary material that would disrupt the text if included there. If you have more than one appendix, each appendix should be numbered and titled.

Glossary

A glossary contains definitions of technical terms used in the text. Glossaries should be included for technical titles which include a significant amount of new terminology and for teaching guides and texts primarily intended for students or beginners. Glossary entries should be alphabetical. Use boldface type to highlight the words in the text that are being defined.

Bibliography

If your book does not include end-of-chapter or end-of-book reference notes, you may want to include a bibliography. A bibliography may be a single listing of titles arranged alphabetically by author or it may be divided into chapters, subjects or type of source material.

The examples which follow show the style for presenting these references:

A book by a single author:

Sheldrake, J. (1996) *Management Theory: From Taylorism to Japanization*, Cengage Learning: London.

A book by multiple authors:

Alexander, D. and Britton, A. (1996) *Database Systems Engineering*, Cengage Learning: London.

An edited (multiple authored) book:

L'Etang, J. and Pieczka, M. (eds) (1996) *Critical Perspectives in Public Relations*, Cengage Learning: London.

An article in an edited book:

Buchanan, D and Storey, J (1997) 'Role-taking and role-switching in organizational change: the four pluralities', in *Innovation, Organizational Change and Technology*, (eds Ian McLoughlin and Martin Harris), Cengage Learning, London, pp127–45.

An article in a journal:

Ralston, D A., Holt, D H., Terpstra, R H. *et al.* (1997) The impact of national culture and economic ideology on managerial work values: a study of the United States, Russia, Japan, and China. *Journal of International Business Studies*, 28 (1), 177–207.

In the reference section/bibliography the authors of each work should be listed up to a maximum of six. If there are more than six authors, only the first three should appear, followed by *et al.*

Where the authors of two entries have the same surname, the entries should be ordered according to initials, and then chronologically.

Index

Under the standard Cengage Learning contract, you are responsible for preparing an index. If you prefer not to prepare your index, Cengage Learning can hire a professional indexer to do the job. The fee, which is determined by the length and complexity of the project, will usually be charged against your royalty account. (Your production editor can give you an estimate of the cost once the manuscript has been typeset.)

If you are to prepare your own index, you will be sent an extra set of page proofs from which to work. It is vital that you keep in close contact with your production editor in order to meet tight schedules and produce an accurate index.

You should begin selecting the entries for the index when the final manuscript has been completed. Do not wait until the arrival of the proofs which carry the correct page numbers. The index is the last item to be typeset and proof-read and it therefore has considerable influence on the final publication date. Ideally all you should need to do at page proof stage is add the page numbers to your pre-prepared entry list.

A combined subject index/author index is quite adequate for most books. However, you may want to supply separate author and subject indexes. For books in some specialist areas other types of index may be added, e.g. a place-name index. Please refer to the section about **Indexing** for detailed indexing guidelines.