

PUBLISHING OVERVIEW


EDITORIAL

- Conceives new product and recruits authors
 - Evaluates viability of product and negotiates contracts
 - Works with author on plan for book, including text, pedagogy, art, size, budget, and schedule
 - Plans and implements peer review and developmental editing (when applicable)
 - Hires and manages freelance editors, artists, and photographers, as needed
 - Helps author coordinate with contributors and their materials; issues contributor agreements and contributor guidelines
 - Monitors schedule of manuscript deadlines
 - Checks manuscript and electronic files/disks thoroughly to ensure that they are submitted to project specifications and that they are complete (text, pedagogy, art, references, permissions)
- Creates cover design and interior layout with Editorial and Marketing input
 - Sizes, scans, and may create artwork as needed
 - Copyedits all manuscript online (for spelling, grammar, punctuation, consistency of style)
 - Provides page proof based on page layout design and type specifications
 - Coordinates corrections from author and proofreader into final pages
 - Prepares index from pages
 - Monitors cost of page corrections
 - Manages all outside suppliers, such as compositors and printers

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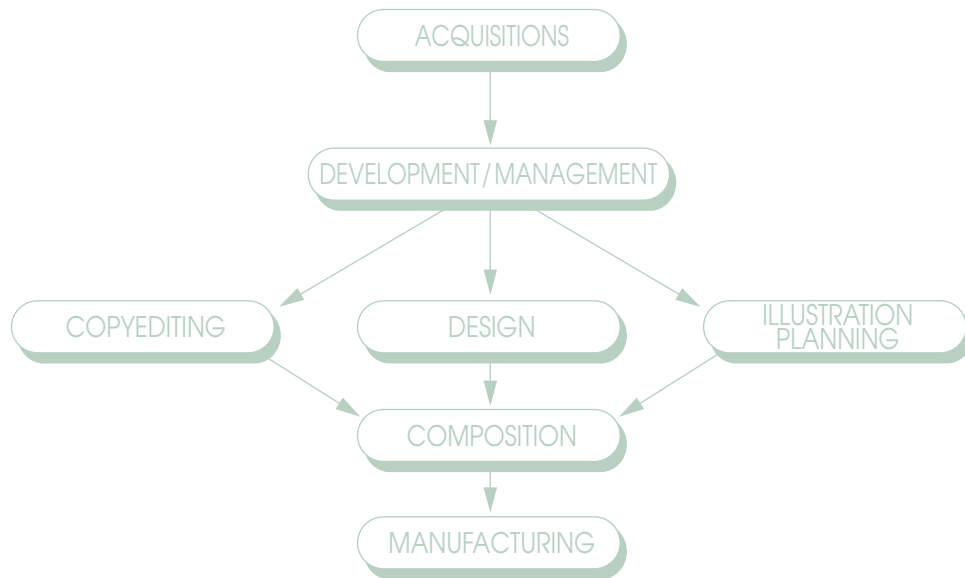
- Provides production schedule of book and monitors the schedule until publication

MARKETING AND SALES

- Creates marketing plan in collaboration with Editorial
 - Markets, sells, and distributes book domestically and internationally
 - Uses direct mail, advertising, educational sales, exhibit sales, special sales, telemarketing, commission sales, and bookstore sales to achieve sales goal
-
- 

PUBLISHING PROCESS

EDITORIAL & PRODUCTION



MARKETING



MANUSCRIPT PREPARATION

- Both an electronic copy (delivered on disk in Microsoft Word or WordPerfect) and a hard copy are required of each chapter. The files should match the hard copy EXACTLY.
- Save your files in whatever word processing program you are using. Do *not* save as an ASCII file.
- Always keep a backup of the final draft of all the chapters. Keep a copy of the artwork and tables also.
- Label the disks with chapter number (if known), author name, and program and version used. The chapter printout from the disks should be double spaced.
- Use content tags for headings and special elements (e.g., boxes, clinical comments, sidebars). Generic tags for headings are included in this booklet in the Content Tag List. Editorial will provide you with content tags specific to your book's pedagogy.
- Key all text, references, and legends as simple text do not use preset style functions such as hanging indents, the end-

note feature, outline function, style template or style gallery, or automatic hyphenation. Indicate bold or italic words or phrases within the text, but avoid all caps, bold, or italic in headings.

- Place tables, displays, figures, and figure legends at the end of the chapter. Artwork should be supplied on a separate disk.
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- **Be consistent.**

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The following table will allow you to estimate the length of your manuscript in book pages. All conversions assume the manuscript pages will be double-spaced and in 12 pt Times New Roman type with 1" margins.

Ratios to convert double-spaced manuscript pages into estimated printed pages

Size of printed book	Manuscript pages (12 pt. type)	References (counting each ref. as one)	Illustrations	Table pages
8.5 × 11 Double column	3.25 = 1 printed page	50 = 1 printed page	3 = 1 printed page	2 = 1 printed page
7 × 10 Single column	2.5 = 1 printed page	35 = 1 printed page	2 = 1 printed page	2 = 1 printed page
8 × 4 ³ s Handbook	1.5 = 1 printed page	30 = 1 printed page	2 = 1 printed page	2 = 1 printed page
5.5 × 8.5 Spiral manual	2 = 1 printed page	25 = 1 printed page	2 = 1 printed page	2 = 1 printed page



MEDICAL EDUCATION AND HEALTH PROFESSIONS

STYLE

Figures and Tables

See *Artwork Submission* and *Table Preparation* for further information. See *Permissions* for permission information.

- Cite figures and tables in the chapter in correct numerical sequence. Figures and tables are assigned a number that is the chapter number plus the number of the figure or table within the chapter (e.g., Fig. 1—2 or Table 1—2).
- All figures and tables must be cited.
- Spell out the word *Figure* when it is used as part of the sentence. When used in parentheses, it is abbreviated, i.e. (Fig.).

References

- All references must be cited in text. If published works are not specifically cited in the text, they must be incorporated in a suggested readings list or Bibliography. Suggested readings are listed in alphabetical order.
- Cite references in correct numerical sequence in the chapter by a superscript number placed after the sentence's punctuation (e.g., The previously cited treatment regimen is effective in patients who are older than 65 years of age.^{1, 4, 10, 12—14, 24}).
- References to unpublished material, personal communications (including e-mail), and manuscripts in preparation should be enclosed in parentheses in the text and not cited in the reference or suggested readings lists.
- All references and suggested readings must be as complete as possible. See the following *Reference Style* for required information.

Reference Style

Journals

You CH, Lee KY, Chey RY. Electrogastrographic study of patients with unexplained nausea, bloating, and vomiting. *Gastroenterology* 1980;79:311—314.

Anonymous. Coffee drinking and cancer of the pancreas [Editorial]. *BMJ* 1981;283:628.

Books

Kaplan NM. *Clinical Hypertension*, 4th Ed. Baltimore: Williams & Wilkins, 1986:23.

Hudson WR, Gussack CS. *Otolaryngology: Head and neck surgery*. In: Davis JE, ed. *Major Ambulatory Surgery*, 2nd Ed. Baltimore: Williams & Wilkins, 1986.

Electronic Product

CD-ROMs

The Oxford English Dictionary [book on CD-ROM], 2nd Ed. New York: Oxford University Press, 1992.

Online Journal

Harrison CL, Schmidt PQ, Jones JD. Aspirin compared with acetaminophen for relief of headache. *Online J Curr Clin Trial* [serial online]. January 2, 1992;doc 1.

World Wide Web

Rosenthal S, Chen R, Hadler S. The safety of acellular pertussis vaccine vs whole-cell pertussis vaccine [Abstract]. *Arch Pediatr Adolesc Med* [serial online]. 1996;150:457—460. Available at: http://www.ama-assn.org/sci-pubs/journals/archive/ajdc/vol_150/no_5/abstract/html. Accessed November 10, 1996.

E-mail

E-mail messages are a form of personal communication and should be listed parenthetically in the text. References to e-mail messages should include 1) the name of the person who sent the message, 2) the sender's e-mail address, and 3) the date the message was sent. For example, visual information comes from the environmental stimuli (Jones JM, Jackson SJ [jmjones@amu.edu], e-mail, April 9, 1998).



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NURSING

STYLE

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References

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- References and suggested readings are listed in alphabetical order by author name.
- Sources appearing in figure and table credit lines must also appear in the reference list.
- References must be cited parenthetically within the chapter by author and year. One author: (Smith, 1999). Two authors: (Smith and Goldstein, 1999). Three or more authors: (Smith et al., 1999). Group author: (American Nurses Association [ANA], 1999), thereafter in chapter: (ANA, 1999).
- References to unpublished material, personal communications (including e-mail), and manuscripts in preparation should be enclosed in parentheses in the text and not cited in the reference list or suggested readings list.
- All references and suggested readings must be as complete as possible. See the following Reference Style for required information.

Reference Style

Journals

Kneip, R. C., Delmater, A. M., Ismond, T., Milford C., Salvia, L., & Schwartz, D. (1998). Self- and spouse ratings of anger and hostility as predictors of coronary heart disease. *Health Psychology, 12*, 301---307. (or 301<en>307 format may be used for all page ranges)

American Society of Hospital Pharmacists (1999). Technical assistance bulletin: Guidelines. *Journal of Pharmacology, 47*(9), 5---16.

Books

Cone, J. D., & Foster, S. L. (1999). *Dissertations and theses from start to finish: Psychology and related fields*. Washington, DC: American Psychological Association.

Massaro, D. (1997). Broadening the domain of the fuzzy logical model of perception. In H. L. Pick, Jr., P. van den Broek, & D. C. Knill (Eds.), *Cognition: Conceptual and methodological issues* (4th ed., pp. 51---84). Washington, DC: American Psychological Association.

Electronic Product

CD-ROMs

Meyer, A. S., & Bock, K. (1998). The tip-of-the-tongue phenomenon: Blocking or partial activation? [CD-ROM]. *Memory & Cognition, 20*, 715--726. Abstract from: SilverPlatter File: PsycLIT Item: 80—16351

Online Journal

Harrison, C. L., Schmidt, P. Q., & Jones, J. D. (1999, January 4). Aspirin compared with acetaminophen for relief of headache [9 paragraphs]. *Current Clinical Trials* [On-line serial], 5(17). Available: Doc. No. 92

World Wide Web

Rosenthal, S., Chen, R., & Hadler, S. (1997). The safety of acellular pertussis vaccine vs whole-cell pertussis vaccine. [Online]. Available: http://www.ama-assn.org/sci-pubs/journals/archive/ajdc/vol_150/no_5/abstract/html.



ARTWORK AND TABLE SUBMISSION

ARTWORK

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Photographs (Black & White, Color)

- Original glossy prints are preferable. Prints should be no larger than 5" x 7". Indicate crop marks on a photocopy, not on the original.
- Slides or transparencies are also acceptable. Do not submit negatives.
- Check quality, contrast, sharpness, and color. The printed piece will not look better than the original.
- If you are considering using a digital camera, consult your Editorial contact, who will supply you with guidelines.

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- At the beginning of the art preparation process, submit samples of representative electronic files to your Editorial contact if you will be creating art.
- Use Adobe type 1 fonts only. Labels and leader lines must be on a separate layer from artwork.
- Art should be created using one of the following applications: Adobe Illustrator, Adobe Photoshop, Quark Xpress, PageMaker, or Freehand.
- Save 4-color art as CMYK (4-color process), not as RGB (red, green, blue).
- Black should always be set to overprint.
- Each figure should be saved in its own application file; each figure must contain registration marks and be properly trapped. Each figure should be submitted at its final size and include all labels (8 point Helvetica, first word of each label capitalized) and leader lines at least (.75 point).
- A hard copy printout at 100% must be submitted for every electronic figure, as well as the disk file directory labeled with the corresponding figure numbers as reflected in your manuscript (e.g., FIG112.EPS = Figure 1—12, not Figure 11—2). Hard copy and electronic files should match in all cases and should be the final version. Keep backup copies of every file.

- Save halftone files as TIFF files and line art as EPS; supply files on Syquest, Zip disks, or CDs.
- Label your disk with the figure numbers that it contains and the art program used.

Pick-Up Art

Pick-up art consists of figures taken from the latest edition of another book or the previous edition of your book.

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Labeling

- Include a photocopy of the figure showing desired placement of labels, arrows, and leader lines.
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- All artwork should carry an identifying tag or label that shows the proper orientation (if necessary), book title, author/editor name, chapter number, and figure number. Each figure must be numbered, and unnumbered figures should be identified separately. Consult your Editorial contact for blind-numbering instructions.
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- Label slides on white correcting tape placed on the holder.

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- The following instructions were prepared to help you create tables. If you adhere to these tips, production can convert the tables without rekeying any of the material. This maintains the accuracy and integrity of your work and eliminates keyboarding errors.
- Do not create tables from scratch. Instead, use the table setup option available on both Microsoft Word and WordPerfect. These templates control the data by placing the text in cells that can be accessed during conversion.
- Cite all tables in text to indicate placement, but place the actual tables at the end of the manuscript chapter.

See sample below. This table was created with the table formatting function in WordPerfect; MS Word has a similar function.

Table 20-8
Physiological Types Among the Nonphotosynthetic Bacteria^a Able to Oxidize Reduced Inorganic Sulfur Compounds


Physiological Type	Synonyms or Alternative	Energy Source		Carbon Source	
		Inorganic Sulfur Compound Oxidation	Organic Compound Oxidation	CO ₂	Organic Compound
Obligate chemolithoautotroph	Obligate chemolithotroph	+	–	+	–
Facultative chemolithoautotroph	Facultative chemolithotroph	+	+	+	+
Chemolithoheterotroph	Heterotroph able to obtain energy from oxidation of an inorganic sulfur compound	+	+	–	–

^aBy definition, the colorless sulfur bacteria belong to the first three groups.



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- Maintain an updated list of contributors, and notify your Editorial contact of any changes.
- Make sure that all of the chapter authors follow consistent chapter style and formats. If a template has been created for your book, check that your contributors have followed the template. If they have not, send the chapter back for revision or edit the chapter to conform to the template.
- Maintain a file set of each chapter including a copy of the manuscript (with any last-minute changes), artwork, tables, and permission letters.
- If a chapter is significantly revised by you or a contributor in manuscript, review those revisions with the contributor.
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 - When page proof is sent to you and your contributors, you must coordinate the contributors' corrections with your corrections. If a chapter author does not answer author queries or cannot be reached, it is your responsibility to respond to any queries and to return the material by the given deadlines. Author changes (except for correcting typos or egregious errors) will be charged against the author's alteration account.
-
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- Electronic manuscripts are content tagged to identify all elements in your manuscript. Do not format your manuscript with standard word processing functions; use content tags to identify manuscript elements.
- Many manuscripts are converted from one word processing program to another, and any formatting (e.g., boldface, caps, ital) may be lost in conversion; content tags allow the copyeditor to identify the structure of the manuscript.
- Content tags should be placed before and after each section (see Sample Content Tagged Chapter).

The following list contains the primary content tags.


Tag	Description
<ct>	chapter title
<cn>	chapter number
<pn>	part number
<pt>	part title
<secn>	section number
<sect>	section title
<au>	author
<h1>	head 1
<h2>	head 2
<h3>	head 3
<h4>	head 4
<h5>	head 5
<h6>	head 6
<nl>	numbered list
	unnumbered list
<bl>	bulleted list

<tab#-#>	table callout (chapter number/table number)
<math#-#>	math callout (chapter number/math number)
<g#-#>	figure callout (chapter number/figure number)
<d g#-#>	figure legend (de nes figure)
<fn#-#>	footnote callout (chapter number/footnote number)
<dfn#-#>	footnote (de nes footnote)
<un g#-#>	unnumbered figure callout (chapter number/ unnumbered figure number)
<unmath#-#>	unnumbered math callout (chapter number/ unnumbered math number)
<bib>	bibliography section
<ref>	reference section
<ref-1>	reference heading
<sgref>	suggested readings
<sgref-1>	suggested readings head

Special Characters

<ga>	α
<gb>	β
<aa>	acute accent
<acirc>	circum ex accent
<ag>	grave accent
<at>	tilde accent
<auml>	umlaut accent

If your manuscript has a lot of foreign or Greek characters, notify your editorial contact.



NURSING

SAMPLE ELEMENTS

<cn>20

<ct>Occupational Exposure to Pharmaceuticals: Antineoplastics, Anesthetic Agents, Sex Steroid Hormones¹</fn20-1>

<au>Melissa Martin

The reproductive effects of the majority of xenobiotics are not well characterized. However, one group of chemicals for which slightly more is known regarding reproductive toxicity are pharmaceuticals. This knowledge is due largely to more extensive laboratory and animal testing during drug development and to human data derived from treated patients.

Opportunity for occupational exposure to pharmaceuticals occurs primarily in two work sectors, pharmaceutical manufacture and health care delivery, where the majority of workers may be exposed. The authors of one report estimate that 1 million workers are at risk of exposure to hazardous pharmaceuticals in health care delivery, including primarily nurses and pharmacists (National Institute for Occupational Safety and Health [NIOSH], 1998).

<h1>Antineoplastic Drugs

The terms cytotoxic (meaning cell killer) and antineoplastic are often applied interchangeably to describe the multiple classes of drugs used in cancer therapy (Fig. 20-1< g20-1>). However, not all antineoplastics are cytotoxic, nor are cytotoxics used exclusively for cancer treatment (NIOSH, 1998). For example, zidovudine (AZT) is a cytotoxic antiviral agent used in the prophylaxis and treatment of acquired immunodeficiency syndrome (AIDS). Recognizing this discrepancy, the American Society of Hospital Pharmacists recently described the term hazardous drug to include the cytotoxics and other noncytotoxic medications that pose potential genotoxic, oncogenic, mutagenic, teratogenic, or other hazards to exposed workers (Briggs et al., 1997).

<h2>Properties and Occurrence

Antineoplastics can be divided into ve structurally unique drug classes:

<nl>

1. Alkylating agents
2. Antibiotics
3. Antimetabolites
4. Mitotic inhibitors
5. Miscellaneous class

The majority of these agents are synthetic chemicals, although some of the antibiotics and mitotic inhibitors are derived from natural organic constituents (Gilliland & Weinstein, 1998). The structure of the chemicals is shown in the following equation:

<math20.1>

$a + b = c$

(Eq. 20.1)

<ref-1>

References

<ref>

Briggs, G. G., Freeman, R. K., & Yaffe, S. J., Jr. (1997). Results of NIOSH study evaluated. In T. G. Smith, Jr. (Ed.), *Drugs in pregnancy and lactation* (3rd ed., pp. 100---115 [or 100<en>115 format may be used for all page ranges]). Baltimore: Williams & Wilkins.

Gilliland, J., & Weinstein, L. (1998). The effects of cancer chemotherapeutic agents on the developing fetus. *American Journal of Psychiatry*, 38(3), 6---13.

Gilman, G. A., Rall, T. W., Nies, A. S., & Taylor, P. (Eds.). (1997). *The pharmacological basis of therapeutics*. New York: Pergamon Press.

National Institute for Occupational Safety and Health (1998). *Guidelines for protecting the safety and health of health care workers* (DHHS [NIOSH] No. 88---119). Washington, DC: US Government Printing Of ce.

<dfn20.1>¹

The author s work is supported by a grant from the Adams Foundation.

<d g>

Figure 20-1 Summary of the mechanisms and sites of action of selected classes of antineoplastic agents. (Adapted from Gilman, G. A., Rall, T. W., Nies, A. S., & Taylor, P. [Eds.]. [1997]. *The pharmacological basis of therapeutics* [p. 1208]. New York: Pergamon Press.)

Figure 20-2 The chemical structure of selected classes of antineoplastic agents. (Adapted from Gilman, G. A., Rall, T. W., Nies, A. S., & Taylor, P. [Eds.]. [1997]. *The pharmacological basis of therapeutics* [p. 1209]. New York: Pergamon Press.)

<tn>Table 2-1 <tt>Representative Antihistamines

<tbx>	Adult Dosage (mg)	Frequency	Duration of Action (hr)
<tbd> Ethanolamines			
Benadryl	25--50	qid	4--6
Decapryn	12.5--25	qid	4--6
Piperazine			
Hydroxyzin ^a	10--25	bid	6--12

<tfn>

^aGeneric available.

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<sgref-1>	suggested readings head

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<acirc>	circum ex accent
<ag>	grave accent
<at>	tilde accent
<auml>	umlaut accent

If your manuscript has a lot of foreign or Greek characters, notify your Editorial contact.

MEDICAL EDUCATION AND HEALTH PROFESSIONS

SAMPLE ELEMENTS

<secn>4

<sect>Occupational Health Problems

<cn>20

<ct>Occupational Exposure to Pharmaceuticals: Antineoplastics, Anesthetic Agents, Sex Steroid Hormones¹</fn20-1>

<au>Melissa Martin

The reproductive effects of the majority of xenobiotics are not well characterized. However, one group of chemicals for which slightly more is known regarding reproductive toxicity are pharmaceuticals. This knowledge is due largely to more extensive laboratory and animal testing during drug development and to human data derived from treated patients.

Opportunity for occupational exposure to pharmaceuticals occurs primarily in two work sectors, pharmaceutical manufacture and health care delivery, where the majority of workers may be exposed. The National Institute for Occupational Safety and Health (NIOSH) estimates that 1 million workers are at risk of exposure to hazardous pharmaceuticals in health care delivery, including primarily nurses and pharmacists.¹

<h1>Antineoplastic Drugs

The terms cytotoxic (meaning cell killer) and antineoplastic are often applied interchangeably to describe the multiple classes of drugs used in cancer therapy (Fig. 20-1< g20-1>). However, not all antineoplastics are cytotoxic, nor are cytotoxics used exclusively for cancer treatment. For example, zidovudine (AZT) is a cytotoxic antiviral agent used in the prophylaxis and treatment of acquired immunodeficiency syndrome (AIDS). Recognizing this discrepancy, the American Society of Hospital Pharmacists recently described the term hazardous drug to include the cytotoxics and other noncytotoxic medications that pose potential genotoxic, oncogenic, mutagenic, teratogenic, or other hazards to exposed workers.²

<h2>Properties and Occurrence

Antineoplastics can be divided into several structurally unique drug classes:

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1. Alkylating agents
2. Antibiotics
3. Antimetabolites
4. Mitotic inhibitors
5. Miscellaneous class

The majority of these agents are synthetic chemicals, although some of the antibiotics and mitotic inhibitors are derived from natural organic constituents. The structure of the chemicals is shown in the following equation:

<math20-1>

$a + b = c$

(Eq. 20-1)

<ref-1>References

<ref>

1. National Institute for Occupational Safety and Health. Guidelines for protecting the safety and health of health care workers. DHHS (NIOSH) publ. no. 88—119 (or 88---119 or 88<en>119). Washington, DC: US Government Printing Office, 1988.

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Figure 20-1 Summary of the mechanisms and sites of action of selected classes of antineoplastic agents. (Adapted from Gilman GA, Rall TW, Nies AS, Taylor P, eds. The Pharmacologic Basis of Therapeutics, 8th Ed. New York: Pergamon Press, 1990:1208.)

Figure 20-2 The chemical structure of selected classes of antineoplastic agents. (Adapted from Gilman GA, Rall TW, Nies AS, Taylor P, eds. The Pharmacologic Basis of Therapeutics, 8th Ed. New York: Pergamon Press, 1990:1209.)

<tn>Table 2-1 <tt>Representative Antihistamines

<tbx>	Adult Dosage (mg)	Frequency	Duration of Action (hr)
<tbd> Ethanalamines			
Benadryl	25—50	q.i.d.	4—6
Decapryn	12.5—25	q.i.d.	4—6
Piperazine			
Hydroxyzin ^a	10—25	b.i.d.	6—12

<tfn>

^aGeneric available.

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