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Dear Author/Contributor/Editor:

The staff at Cognizant Communication Corporation and I are pleased to become your publisher. This manual is designed to answer most, if not all, of your questions concerning the preparation of your book chapter or complete book manuscript. Your chapter or complete book, along with a computer disk, should be submitted in accordance with the instructions received from the Editor or Publisher as the case may be. Close attention to the instructions in this manual will assure timely handling and cost-effective output of your material, which ultimately will affect the final sale price of the book.

Please pay close attention to the instructions regarding how to display bibliographic citations in the text and in the Bibliography section because this can cause significant delay if not done in the style used for Cognizant Communication Corporation books.

Also please check the sections on Figures/Photos and Tables to ensure that these items are submitted to comply with the necessary requirements for reproduction.

Authors are reminded that permission is necessary to include material that is copyrighted or previously published and that obtaining the necessary permission is the responsibility of the individual contributor. Please check the Rights and Permissions section.

If you have additional questions concerning the preparation of your material after having read this manual, please feel free to contact me directly.

Robert N. Miranda
Publisher
INTRODUCTION

In order to be able to process material submitted for publication in a book, it is requested that authors follow the guidelines given below. Your attention to the detailed instructions contained in this manual can help to speed the publication process and ensure a quality product.

When you submit material for publication it is carefully reviewed and processed to conform to general Cognizant Communication style and to conform to necessary typesetting conventions. Minor editorial changes will be made to ensure consistency, clarity, and general overall appearance of the finished product.

Please read through this manual and then prepare your chapter or complete book following the guidelines. Please pay close attention to the following areas:

- Bibliographic citations in the text
- Figures/photos and tables
- Bibliography
- CD/electronic file
- Indexing
- Author biographical paragraph
- Permissions needed
- Single author checklist
- Multi-author/contributor checklist
- Coordinating editor information
- Coordinating editor checklist

GENERAL INSTRUCTIONS

It will be necessary to submit both a hard copy of the chapters and matching electronic files as PC-compatible Word documents. Regardless of whether you are contributing to a multiauthor book or presenting an entire book manuscript, adherence to the following guidelines will help ensure that chapter/book material conforms to the needs of the Production Department for processing.

All material (front matter, chapters, bibliography, biographical material) should be typed double spaced, with at least a 1-inch margin, using either 10- or 12-point type. Provide the chapter number, chapter title, and chapter author(s) (in the case of a multiauthor book).

Main headings should be centered, using upper/lowercase letters. Second and third level heads should be flush left, with either a smaller point size or some other means of distinguishing between the heads indicated (i.e., bold, italic, underlining). (It is desirable that no all-capital headings be used, as they will have to be changed for the finished product).

Number each page of the text material. Present footnote text (if used), figure captions, and tables at the end of the chapter text, each beginning on a separate page. Do not incorporate figures and tables within the chapter text. Ensure that all tables and figures are cited, in order, in the chapter text.

Pay close attention to bibliographic citations in the text because these are the source of most problems while processing and result in the most queries at book proof stage. Following the examples provided in Bibliographic Citations in the Text (below) and use of the APA Publication Manual (5th edition) will help ensure that text citations and listings in the Bibliography conform to APA style.
Type the Bibliography as a separate document (not as part of the chapter text), following the guidelines given for correct presentation of the material (see the Bibliography section).

In the case of a multi-author book it is the responsibility of the coordinating editor(s) to determine whether there will be a merged bibliography or bibliography at the end of each chapter. If a merged bibliography is to be used it is the responsibility of the coordinating editor(s) to "merge" the individual chapter bibliographies into one complete alphabetical file. (Note that in the case of a merged bibliography the individual chapter bibliographies should also be provided in addition to the complete merged bibliography in case there are any questions/clarifications regarding individual entries).

**BIBLIOGRAPHIC CITATIONS IN THE TEXT**

Cognizant Communication uses the American Psychological Association (APA) guidelines from their Publication Manual (5th edition) for citing bibliographic material in the text. Please carefully read the instructions below and present citations as indicated. This is extremely important, because changing citations to conform to the correct style is time consuming and will delay processing, in addition to adding to the cost of the selling price. Consult the APA manual for more complete information.

The APA style uses the surname(s)/year method for displaying citations in the text. Every text citation must have a corresponding listing in the Bibliography section. Note that multiple citations within parentheses in the text should be presented alphabetically, not by date. Place a comma before the date, and place a semicolon between multiple citations:

In recent studies (Allen, 1995; Smith & Jones, 1987)

If the complete citation is a parenthetical, use an ampersand (&) instead of the word "and" for multiple authors. If only the date is in parentheses, use the word "and" for multiple authors:

Smith and Jones (1996) conducted a study ...

A recent study was conducted (Smith & Jones, 1996)...

When citing works by two authors, always use both surnames. When citing works with three to five authors, use all surnames in the first citation, then use the first surname followed by et al. for each subsequent citation:

(Bums, Jones, Allen, & Smith, 1992)
(Bums et al., 1992)

When a work contains six or more authors, use the first surname followed by et al. If two works contain several beginning names the same, for the same year, cite as many names as necessary to be able to distinguish between the works:

Bums, Jones, Allen, et al. (1996)
Bums, Jones, Smith, et al. (1996)

When a citation is for a group (e.g., corporation, government agency) and has a commonly known or readily identifiable abbreviation, spell out the complete name the first time it appears, with the abbreviation following, and then cite with the abbreviation for subsequent entries:

(Bureau of Indian Affairs [BIA], 1995)
(BIA, 1995)
When a bibliographic entry has no author, such as a newspaper article without a specific author, the entry would appear in the Bibliography by the title of the article. Text citations for such material should be displayed by the title, or the first few words if it is long, in quotation marks:

("Tourism Creates Needed Boost," 1997)

**Note: Do not cite such material by the name of the publication** (e.g., *New York Times*, 1997). This is a common practice by submitting authors, but does not conform to APA guidelines, and much time is lost in changing these entries to the correct style. Please be vigilant in following this guideline.

When two or more authors have the same surname, use initial(s) for each author each time they are cited, to avoid any confusion as to which entry from the bibliography is being referenced, even if dates are not the same:

J. R. Smith (1996) and S. T. Smith (1997) have stated....

When the same author(s) has several works with the same year, they should be listed in the Bibliography with a, b, c, etc., and also cited in the text the same way:

Jones (1978, 1988a, 1988b, 1990) has shown ...

When citing page numbers for quoted material, the page number(s) appear after the date, preceded by a comma:

"We were happy to comply" (Jones, 1988c, p. 32)

or at the end of the quote:

Jones (1988c) recently stated "we were happy to comply" (p. 32)

Indented block quotations (used for long quotations of 40 words or more or to set off the material) should be set without quotation marks, indented 5 spaces from the left margin.

Note that all quoted material must have the appropriate page number(s) provided, unless the quoted material is from a source without pages (e.g. Internet source).

Citations for personal communications (e.g., letters, memos, electronic mail, interviews) should be cited in parentheses within the text, providing full name(s) and an exact date if available. **Please note that this type of material is not included in the Bibliography.**

John R. Smith (personal communication, May 5, 1996)
(John R. Smith, personal interview, May 5, 1996)
FIGURES/PHOTOS

Provide all figures and photos in electronic format in addition to a hard copy of each. Figures/photos should not be submitted in color unless they will be printed in color in the final product. (Note that there is a charge for printing figures/photos in color). Avoid light shadings and light lettering in line drawings that will not reproduce well. Simple line and bar graphs should avoid background and/or multiple shading. Do not submit any figure that cannot be reduced to approximately 5 inches wide and 7.5 inches deep and still remain legible.

Provide a caption for each figure/photo submitted, with a short description of what the figure displays. All figure captions should be submitted on a separate page, at the end of the chapter text or in a separate file. **Do not include the figure caption embedded as part of the figure.**

Provide each figure/photo in electronic format (in addition to a hard copy), preferably in the original format of the highest quality (e.g., Excel, Word, tiff) as most figures will be used directly from the file. Provide figures/photos in a separate file(s) from the chapter text.

TABLES

Provide each table in electronic format in addition to a hard copy of each. All tables should be numbered and have a concise short title. Additional explanatory material can be placed at the end of the table below the table body. Clearly label each column. Avoid wide tables that would not fit in the approximately 5-inch page width when typeset. Place tables at the end of the electronic file or as separate files if tables are large.

FOOTNOTES

The use of footnotes to the text *is not encouraged*, but if using footnotes is necessary to the text, display them as superior numbers within the chapter text at the appropriate locations. Number footnotes sequentially throughout a chapter and begin each new chapter with number 1. Include the text for footnotes at the end of the chapter text. **Do not place footnote text at the bottom of the manuscript page on which the footnote appears.**
**BIBLIOGRAPHY**

Follow the American Psychological Association (APA) Publication manual (5th edition) style of alphabetical by surname of the first author. Multiple listings of the same author name(s) should be placed in date order, from oldest to most recent, repeating the surname(s) and initials for each entry.

Prepare the entries by following the examples given below for different types of publications (consult the APA manual for more comprehensive information). The Bibliography should be double spaced, with hanging indents for entries that are more than one line long. **Note that personal communications should not be included the Bibliography** (cite in the text only--see Bibliographic Citations in the Text).

General style for most listings in the Bibliography is: all author surnames, with initials with periods and spaces, separated by commas, and an ampersand (&) before the last name; the date of the publication in parentheses followed by a period; the title with initial cap on the first word only (unless the word/words should normally begin with a capital letter). Consult the APA Publication Manual for comprehensive examples.

Specifics for many types of entries are given below.

**Journal/Periodical**

Follow the general style and then provide the title of the journal/periodical, set in italics, followed by a comma, with the volume number set in italics, issue number (if provided) in parentheses (not italic), followed by a comma and then the page/pages.


**Book/Chapter in Book**

Follow the general style. Set the book title in italics. Provide the city and state (or country) and the name of the publisher. In an edited book, provide the initial(s) and surnames of the editors before the title of the book. Pages, volume number, edition, etc., should be in parentheses after the book title.


**Report/Presentation at Conference/Thesis**

Follow the general style. If the author is a group, organization, etc., and also the publisher, do not repeat the group/organization name, use "Author" in the place for the publisher. Set the title in italics. Capitalize all main words in the title of a conference.


**Internet Source**

The general guidelines for citing printed material also apply to electronic media sources. Due to the variety of Web-based material the APA style manual should be consulted for specific types of entries sourced from the Internet. It is important to provide the most specific information as possible (e.g., a specific page within a site rather than the "generic" home page/menu page). **It is also extremely important to ensure that the URL address provided is accurate and is a currently working address.** Because Web sites are frequently updating/changing/moving, a check of all URLs used should be done immediately before sending the final chapter/book material for processing.

All entries should provide, at a minimum, the author(s) names (if appropriate) or the name of the organization/company/institution, the document/specific page title or description, a date (i.e., date of publication, date on the site, or date of retrieval), and a functional URL (as specific as possible).

Some general examples are:


**Newspaper/Magazine**

If the newspaper or magazine article has an author, follow the general style. If there is no author, place the title of the article first and alphabetize by the first word. Give month and day for newspaper, after the date, and give month (monthly)/day (weekly) for magazines. Provide page number(s).


CD/ELECTRONIC FILE

Contributors to a multiauthor book: Prepare your chapter, figures/photos, tables, bibliography, and biographical paragraph according to the guidelines. The book's coordinating editor(s) will communicate how they wish to receive the material (e.g., electronically via email or hard copy/CD provided through conventional mail). All text, figure captions, and table material should be saved in PC-compatible Word document format. Figures/photos should be provided in the original format (e.g., Excel, Word, tiff, jpg) and/or as pdf file if good quality (see Figures/Photos above).

Coordinating editor(s) for multiauthor book: Provide a CD and matching hard copy (including all figures/photos, and tables) of all chapters, additional material (e.g., Preface, Table of Contents, contributors paragraphs, figure/table listing), and bibliography (if providing a merged Bibliography for the entire book) as PC-compatible Word document files and provide figure/photo files (and table files if separate) for all chapters. Note that separate files are need for all chapters; chapters should not be merged into one single file because chapters are processed individually.

Single author book: Provide a CD and matching hard copy (including all figures/photos and tables) of all chapters, additional material (e.g., Preface, Table of Contents, Bibliography, figure/table listing) as PC-compatible Word document files and provide figure/photo files (and table files if separate) for all chapters. Note that separate files are need for all chapters; chapters should not be merged into one single file because chapters are processed individually.

INDEXING

A very important aspect of producing a quality book is to provide a comprehensive subject index. When contributing to a multi-author book, each author is requested to provide terms appropriate from the text of the chapter, with the overall book focus as a guideline for generating terms for the list. The coordinating editor may use the submitted lists to compile a comprehensive index for the entire book.

Either the coordinating editor(s) (for multi-author books) or individual author (single-author books) will be responsible for generating the index from a paginated proof copy of the book. The publisher can have the book indexed if author/editor(s) prefer and wish to cover the cost of an outside indexer.

BIOGRAPHICAL INFORMATION

All authors are requested to provide with their chapter or entire book manuscript a biographical paragraph, not to exceed approximately 100 words in length. Multi-author books will include this in a Contributors section of the book. Single author books will usually present this on the back cover of the book. Provide the biographical paragraph as a separate file.
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If you have included in your contribution any text, tables, charts, illustrations, or other materials that have been previously published or are otherwise copyrighted and owned by third parties, you need to obtain written permission to include the material in your contribution. This procedure is necessary in order to avoid any misunderstandings at time of publication. The publisher requests that you provide these written permissions at time of submission of your contribution. Should use of such material require payment of any fees, such fees are to be paid by the contributor.

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SINGLE AUTHOR CHECKLIST

• Follow the general instructions for chapters, figures/photos, tables, and bibliography.
• Provide any front/back matter (i.e. Preface, Introduction, Dedication, Acknowledgement), each as a separate page and as a separate file.
• Provide a list of chapters that includes number of figures and tables for each chapter.
• Provide a biographical paragraph(s).
• Provide any needed permission.
• Provide completed Transfer of Copyright Agreement.
• Provide completed Questionnaire.

MULTI-AUTHOR/CONTRIBUTOR CHECKLIST

• Follow the general instructions for chapters, figures/photo, tables, and bibliography.
• Provide a list of figures and tables included in the chapter.
• Provide a biographical paragraph.
• Provide a list for indexing.
• Provide completed Transfer of Copyright Agreement.

COORDINATING EDITOR INFORMATION

As a coordinating editor for a multi-author/contributor book you will receive all chapters, figures/photos, tables, bibliographies, biographies, and index lists. It is important that each chapter received be reviewed to ensure everything is complete and follows the guidelines outlined in this document.

On receipt of all chapters, it will be necessary to: 1) combine all bibliography files to create one complete, non-duplicated file; 2) combine all biographical files from contributors to create one complete file; 3) combine all listings of index terms to eliminate duplicates and to add terms that, in your opinion as the editor, should be included in the combined subject index list, to be used to generate the index when book proof pages are provided or to be provided to an outside indexer if that option is used.

When all material is checked and complete the editor will submit hard copy of the entire book and a CD with matching electronic files to the publisher. The editor should provide a content list of all chapters and chapter author(s) that includes the number of tables and figures in each chapter.

COORDINATING EDITOR CHECKLIST

• Check all submitted chapters to ensure that all material is complete and follows Cognizant Communication style (e.g., for bibliographic citations in the text, Bibliography format).
• Check that all figures/photos and tables are included as usable files and are good quality.
• Provide any front/back matter (i.e., Preface, Introduction, Dedication, Acknowledgment), each as separate pages and as separate files.
• Create a complete bibliography (is a single merged bibliography is to be used for the book).
• Create a complete biographical section (Contributors section).
• Create a comprehensive index list.
• Provide a list of chapters that includes number of figures and tables in each chapter.
• Provide completed Transfer of Copyright Agreement.
• Provide completed Questionnaire.
TRANSFER OF COPYRIGHT AGREEMENT

Written transfer of copyright for the author(s) to the publisher is required for each article. This transfer enables the publisher to provide for the widest possible dissemination of the article through authorization of reprints; translation or photocopies by others; production of microfilm editions; and authorization of indexing and abstracting services in print and other media. Without this transfer of copyright, such activities on the part of the publisher and the corresponding spread of information are limited.

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**AUTHOR QUESTIONNAIRE**

The following information should be submitted by the editor/author and/or chapter contributors in order to ensure that the publication receives the widest exposure to the market place.

**I. AIMS AND SCOPE OF THE BOOK**

Please provide a general description of your book in about 100 words, giving the field/subject it covers and the level at which it is written.

**II. SPECIAL FEATURES**

Please describe in as much detail as you can the distinguishing features that make the book/chapter outstanding, giving particular attention to the following points:

1. What new approach to the subject has been made?
2. Is the method of presentation and treatment new?
3. What recent advances in the field have been covered?
4. What special aspects have you covered that have not been fully treated previously, or have not been dealt with at all, in work of this kind? (please be concise)
5. Are problems, questions, examples, exercises, etc., included?
6. Is this book complementary to any other that you know of?
7. Has the material in the book been used by you in connection with lectures? If so, please give particulars.
8. If any chapter or parts of the book are of special importance, please point them out.
III. COMPARISON WITH COMPETITIVE BOOKS

Please list books that can be considered competitive works and say how this book differs from them, in relation to approach, method of treatment, arrangement, and ease of understanding. It will be helpful if you can give the published prices of these books and the name of the publisher.

IV. PERSONAL DETAILS

Please indicate exactly how you wish your name to appear in any sales promotion material relating to the book, together with your degrees (granting institutions and dates) and any qualifications that you think should be referred to, and your professional location if it should be used. Please indicate your country of citizenship and your date of birth.

V. COURSES

1. List the courses to which the book is directed in descending order of relevance and indicate its suitability as: (a) text, (b) supplementary text, (c) reference book.

2. Provide the names and location of professors and lecturers who might be encouraged to introduce this book as a text or to recommend it to their students.

VI. MARKET FOR SALES

1. Please identify what type of readers can use the book for reference and study or general interest.
2. Please give the names of societies and lists (if available) of groups or individuals who may be especially interested in receiving information about this book.
3. Please give the names of any individuals or organizations with whom you have been in contact about this book or who have expressed interest in it.
4. Please identify any individuals to whom it would be of importance to present a copy of this book.
5. Please identify any society or special group that might purchase the book in quantity for sale to their members or for free circulation.

VII. REVIEWS AND ADVERTISEMENTS

1. Please provide a list of the periodicals, journals, newspapers, and any other publication to which you think your book should be sent for review.
2. Please suggest the journals or other publications in which you think an advertisement for the book might be valuable.