



ELSEVIER

# Quality Of Manuscripts and Editorial Process

How Editorial Project Managers facilitate the publishing process from its beginning to the end

Presented By Mariana Kühl Leme

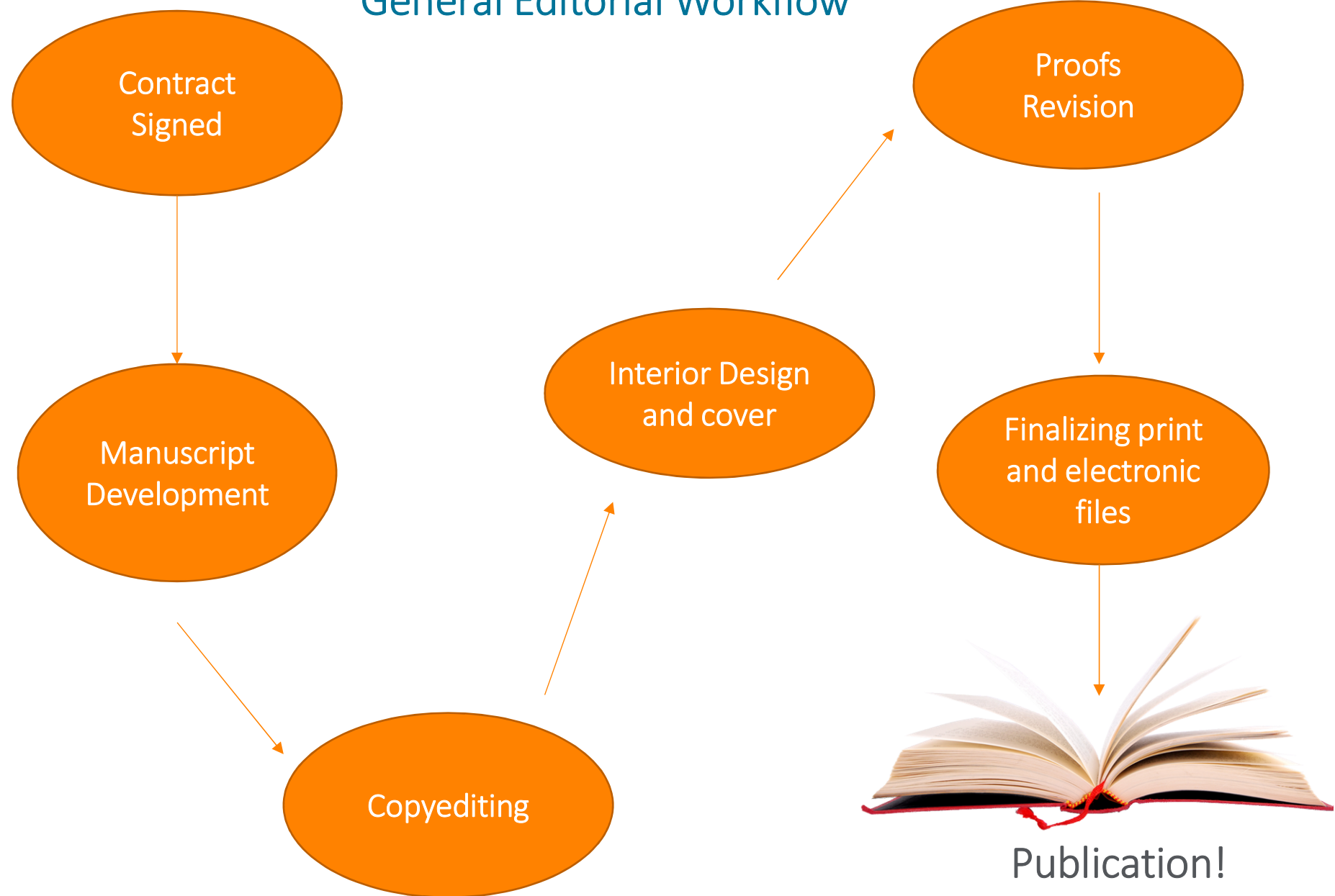
Date September 2018

# Editorial General Processes and Systems

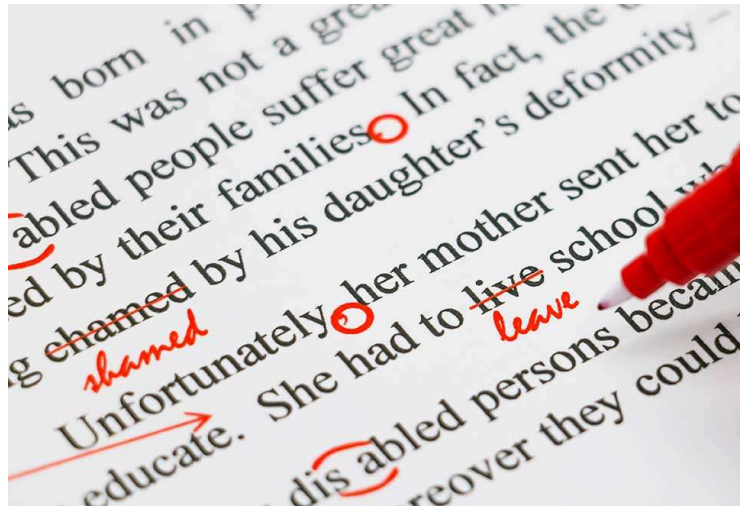
- General Editorial Workflow
- Copyediting
- Book interior Design and Proofs
- Cover Design
- Dropbox and Google Drive: your best friends
- Organizing your projects using Outlook and Spreadsheets



## General Editorial Workflow



# Copyediting



**Copyediting** is the process of reviewing and correcting written material to improve accuracy, readability, and fitness for its purpose, and to ensure that it is free of error, omission, inconsistency, and repetition. Its is usually done before the typesetting process, just after the whole manuscript submission.

# Book interior design and Proofs

## 3 Diferent Frontmatter templates:

### Return to the River Restoring Salmon to the Columbia River

**Richard N. Williams**  
Program of Communication Disorders  
School of Human Development  
The University of Texas at Dallas  
Dallas, Texas



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SAN DIEGO • SAN FRANCISCO • SINGAPORE • SYDNEY • TOKYO

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### Introduction to Emergency Management Third Edition

George D. Haddow Needs affiliation  
Jane A. Bullock Needs affiliation  
Damon P. Coppola Needs affiliation



International Mergers and Acquisitions  
Activity Since 1990

### International Mergers and Acquisitions Activity Since 1990

Recent Research and Quantitative  
Analysis

*Edited by*

**Greg N. Gregoriou and Luc Renneboog**  
Affiliation will go here

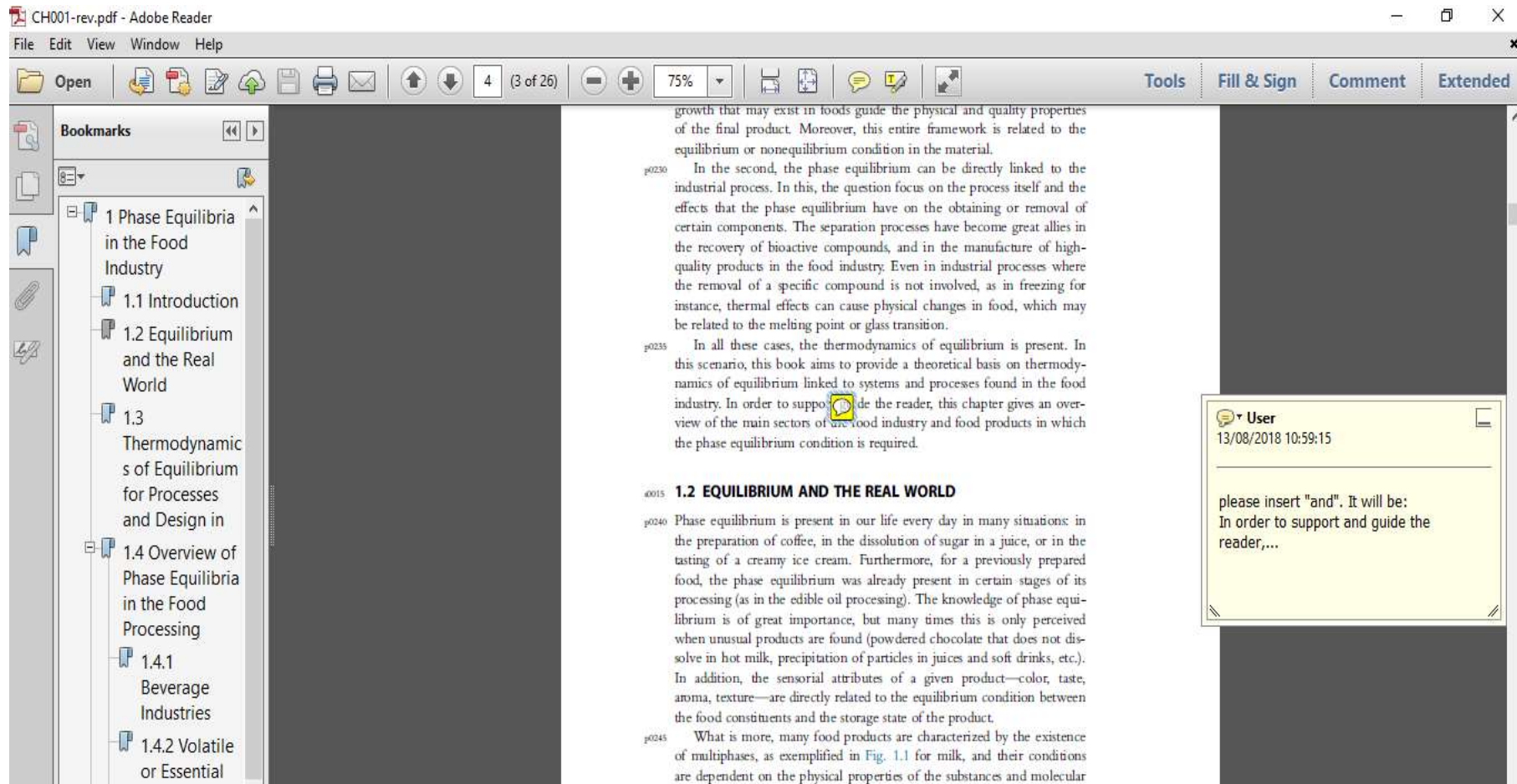


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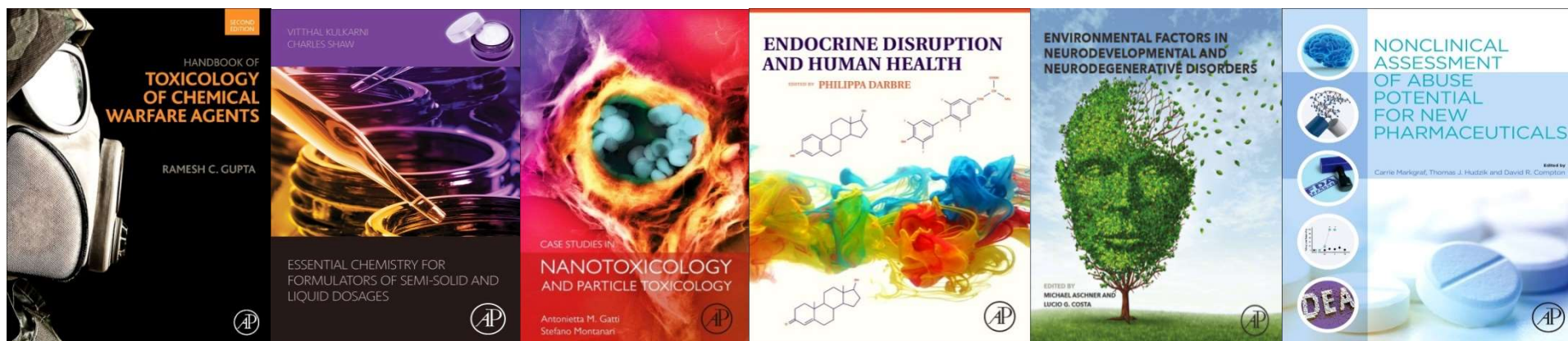
# Proofs – don't waste paper and time! Go for the PDF.





## Cover Design

- Query author/editor for cover preferences
- Research competitive and cluster titles' covers
- Stand out from competitors and complement clusters
- Create cover design brief to provide critical/aesthetic information about project to designer
- Source images
- Liaise with design and author/editor to finalize design



## Dropbox and Google Drive: your best friends.

Apart from your daily routine exchanging hundreds of e-mails per day, both online tools, Google Drive and Dropbox can be really helpful to your routine and projects management.

They allow you to:

- **Share big files in real time** – Figures in high resolution, heavy manuscripts, previous editions in PDF etc.
- **Follow the book Development by a closer point of view** – Try instead of using e-mails, to open a folder where the author will submit/write each chapter and deposit there as long as it gets done. It allows you to give a quicker feedback too.
- **You can keep some important documents online** too, allowing you to access it from different devices.





## Organizing your projects using Outlook and Spreadsheets



One of the key points for a successful development process of the manuscript is being organized, As most of the authors frequently are not .

Create a folder to each Project in your Outlook and use spreadsheets to track every detail of Each Project as well as the manuscript itself.

Next two examples that can be part of of your daily routine:

# Outlook organization

The screenshot displays the Microsoft Outlook interface. The top ribbon includes tabs for 'Arquivo', 'Página Inicial', 'Enviar/Receber', 'Pasta', 'Exibir', 'Ajuda', and 'Varredura de e-mail da McAfee'. The 'Página Inicial' tab is active, showing various action buttons like 'Novo Email', 'Excluir', 'Arquivar', 'Responder', 'Responder a Todos', 'Encaminhar', 'Mover', 'Regras', 'OneNote', 'Atribuir Política', 'Não Lido/Lido', 'Categorizar', 'Acompanhamento', 'Procurar Grupos', 'Pesquisa de Pessoas', 'Catálogo de Endereços', and 'Filtrar Email'.

The left sidebar shows the 'Favoritos' section with 'Caixa de Entrada' (1) and 'Itens Excluídos' (1642). A red circle highlights the 'Caixa de Entrada' folder. Below it, a list of folders is visible, including 'Chris Katsaropoulos', 'Computational Learning Approaches to...', 'EEG-Based Diagnosis of Alzheimer Disease', 'Machine Learning in Bio-Signal Analysis...', 'Semi-Empirical Neural Network Modeling', 'Telemedicine Technologies', 'Christina Gifford', 'Characterization Techniques for Perovsk...', 'Developments in Surface Contaminatio...', 'Vol 12', 'Severe Plastic Deformation methods, pr...', 'Solidification and Solid State Transforma...', 'Content 2.0', and 'Contributors agreement'.

The main pane shows the 'Caixa de Entrada' (Inbox) with a search bar and a list of emails. The selected email is from 'Adie Lee (Marketing Manager)' with the subject 'RE: Smart textiles book'. The email body contains the following text:

\*\*\* External email: use caution \*\*\*

Hi Bill,

Thanks for your email! I've missed your call, apologies--I'm in meetings now and for the rest of the day.

Your plan as laid out below sounds good. Once Mariana provides a new proposed deadline and any required forms/documentation, we'll be able to give you a yes or no.

I appreciate your patience and consideration!

# Project Tracker

MarianaKuhl\_Editorial Tracker.xlsx (5).xlsx

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Calibri 11 B I A

	B	D	E	F	J	K	L	M	N	O	P	
	ISBN	Title (inc ed. #)	Authors/Editors	Series Title	CC/Permissions Status	Payment Coordinator	PMC	PMG	Status/notes	Product type	Authored / Edited	In Lt B
110	978-0-12-816028-2	Livable Streets 2.0	Bruce Appleyard		Sheela	Rajaganapathy Essakipandyan	114 - Transportation B	Social Science	Had a call on 08/06 about the project. Author wants the final deadline to august 2018. Move the pub date. FUP sent on 31/08. Sample Chapter delivered, FUP about final deadline on April 2018 sent on 01/10. Final deadline in August. FUP on 19/02 trying to set up a call to next week March 6th. Call went well, he'll start the submission soon. FUP with MAQ and Cover design sent on 11/05 - Call on 15/06 to discuss the final submission.	Reference	Authored	Inc
111	978-0-12-814162-5	Nanoscale Semiconductor Lasers	Chennupati Jagadish, Tong Cunzhu	Micro and Nano Techonologies	Indhumathi Mani		364 - Micro/Nanotechnology	Engineering	6 chapters out of 9 submitted. Editors are revising and said they will deliver all of them by end of may. Asked for an extension to the end of june. - 2	Series	Edited (<2	Inc
113	978-0-12-814134-2	Noble Metal-Metal Oxide Hybrid Nanoparticles: Fundamentals and Applications	Satyabrata Mohapatra and Tuan Anh Nguven	Micro and Nano Techonologies	Sandhya	Asked	364 - Micro/Nanotechnology	Woodhead	Typesetter is updating the corrections received from the author.	Series	Edited (<2	Inc
116	978-0-08-102414-0	Advanced Applications in Manufacturing Engineering	Mangey Ram and J. Paulo Davim		Sheela/Permissions cleared		253- Engineering and Engineering Tech	Engineering	corrections being checked by PM	Reference	Edited (<2	Ltd

Tracker Definitions Lists



# Author support

- General Guidelines – Advantages and How to Formulate One
- Establishing a Good Relationship and Communication Best Practices with Authors
- Building a Realistic Schedule for your Project
- Follow-ups and Approaching Deadlines

## General Guidelines – Advantages and How to Formulate One Advantages:

- Standardize your overall production.
- Catches both Editors/Authors and the readers.
- Makes all the development and production processes much easier and faster.

### How to formulate a guideline that suits your needs:

- List the important topics of a high quality manuscript: Basics, Text Guidelines, Artwork, Permissions, Additional Deliverables, Submission, Overview of the Production Process.
- Reduce the options for each topic and explain it clearly with examples.
- Choose the ones you think that are more readable and understandable to both authors and readers.







## Elsevier S&T Books • Manuscript Preparation Guidelines

This document includes general guidelines designed to help you meet Elsevier's manuscript requirements, reducing queries and saving your time during the copyediting, typesetting, and proofing of your book. If you have any queries or concerns in relation to these guidelines, please contact your editor at Elsevier who will be able to provide assistance. Your editor will be in frequent contact as you write your manuscript – please follow the delivery schedule as outlined in your contract, and let your editor know immediately if you are unsure about or envisage any delay in your delivery schedule.

### The basics

- Please use either MS Word or LaTeX to write your manuscript. If you wish to use any other software, please consult your editor at Elsevier before starting work.
- Please save each element (Preface, Chapter, Appendix, etc.) as a separate file with a logical file name, excluding spaces or special characters, e.g. Ch01.doc. Please provide the source file(s) for your figures, and do not embed figures in the manuscript text. Please save each figure as a separate file with the chapter and figure number, e.g. Fig01.2.tif (Fig. 2 in Chapter 1).
- Please pay attention to additional compulsory elements such as [Abstracts and Keywords](#) and resolve any [Permissions](#) issues before submitting your manuscript.

### Text guidelines

- Be consistent with spelling- US English is preferred but British English is also acceptable.
- Do not attempt to style your manuscript to make it look like a final typeset, printed book. However, please use consistent formatting (e.g. bold, font size) across the manuscript to indicate different heading levels, e.g.:

**First level heading**

**Second level heading**

*Third level heading*

- Indicate clearly the appropriate position for content provided separately (e.g. figures, tables, computer code, etc.) by inserting the phrase, e.g. 'FIGURE 2.1 HERE'.
- List your references — those works cited in the text — at the end of each chapter, and ensure your listings are complete in the information they provide and consistent in form. You should use one of Elsevier's nine standard reference styles. Only one standard reference style should be used through the book. You can see the Elsevier standard reference styles [here](#).
- Generate equations using MathType or MathML and import them individually into your text. If you wish to use any other software, please consult your editor at Elsevier before starting work.
- Text boxes can be used to highlight key information and should be numbered sequentially, e.g. Box 1.1, 1.2, etc.
- Avoid the use of cross-references and footnotes.

### Artwork and table guidelines

- Number and refer to each figure sequentially, e.g. the fifth figure in chapter four would be Figure 4.5. Consider any type of photograph, line drawing, or small 'in-text' image a figure and number accordingly.
- Number tables sequentially in the same manner as figures, e.g. Table 1.1, 1.2, etc.
- Please ensure that if you have figure parts - for example (a), (b), and (c) - they are also referred to and explained in the caption.



## Establishing a Good Relationship and Communication Best Practices with Authors

## First Impressions:

- Use the most courteous, professional language in email and on the telephone:
  - In emails include “Dear” or “hello” and the persons’ name
  - Close correspondence with “best regards”, “regards”, etc.
  - Please and thank you go a long way
  - Proofread your email before you send it... Typos make a bad first impression
- In the beginning stick on the side of more formal than casual

## Daily Communications:

- Answer author communications within no more than 2 or 3 days
- Get to the point but not at the expense of courtesy – it's possible to be brief but not abrupt
- Use the telephone if it is an important and/or difficult topic and send a follow up email just after
- If you're not sure about something, tell the author you'll need to look into the matter to be sure you're giving them correct and complete information
- Don't let another person's bad day become yours



## Sample of a Good Introductory E-mail

Dear Dr. [X],

I hope this message finds you well. My name is [x], and I am the Editorial Project Manager who will be working with you on the development of your book. I will be your main point of contact for any day-to-day questions you may have, and I will also be handling the submission of your manuscript. Please let me know if you have any questions.

Here is some general information about your project, along with some helpful documents to help you get started. Once we have a full list of contributors, I will share these documents with them as well:

### Contract Details

As detailed in your contract, here are your deliverables:

Your manuscript, in total, will not exceed **[x words]**

A complete Table of Contents (TOC) and Sample Chapter is due by **[date]**

100% of the manuscript (finalized and ready for Production) is due by **[date]**

I am looking forward to working with you on this promising project!

Kind regards,

**[x]**

## Building a Realistic Schedule for your Project

- The importance of a sample chapter
- Set-up intermediate delivery dates for authors to submit the manuscript in batches:
  - Discuss with the author how many chapters he/she is able to deliver in every 3 months, this will allow the Project Manager to give proper feedback about the text and the overall Manuscript quality.
  - It also help to sort out in advance any problem with copyright permission concern.
  - The Project manager will have a clear Picture about the projects status and the real Estimate of the publication date.
- Don't forget to also set up deadlines with everyone involved in the Project like: Copyeditors, Designers, Reviewers etc.



## Follow-ups and Approaching Deadlines



- **Keep a constant communication with the author:** between deadlines, offer your help in anything he/she needs. Talk about the cover and everything about the manuscript development. This helps you both to build a close relationship.
- **Try not to chase any deadline after its due date,** the best way to avoid delays in your schedule is to send an specific follow up around 10-7 days earlier.
- **If an author is constantly missing the deadlines, discuss a more realistic schedule for both Of you.** Its better to keep communication clear, honest and reliable than face lies and endless delays.

## Sample of a Good Deadline Chase E-mail

Dear \_\_\_\_\_,

As the development editor of XXXXX book, edited by XXXXX, I'd like to make you aware that your original deadline is due to:

Month, day – year

For the chapters: xxxx

Your contribution is greatly appreciated and really important for our project, therefore I kindly ask you to let me know in case of any further delays in your delivery. If you are unable to meet this deadline we need to know now in case to discuss a new schedule.

Any problems, doubts or concerns, please don't hesitate to contact me.

My best regards,

Xxxx

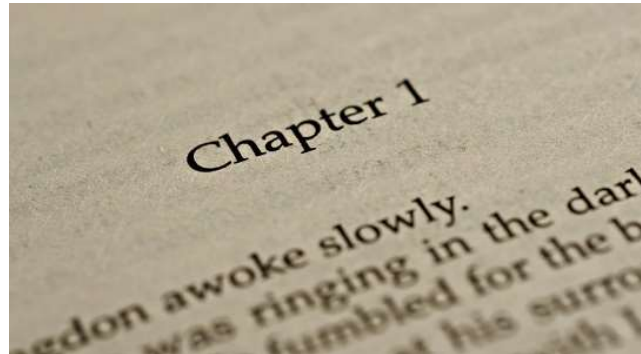
# Quality of Manuscript



- Elements of a good manuscript
- Citation & References
- Ethical standards and anti-plagiarism systems
- Peer Review of MS process
- Book Indexing – Registering your Title and General Requirements



## Elements of Good Manuscript



- Chapter Length

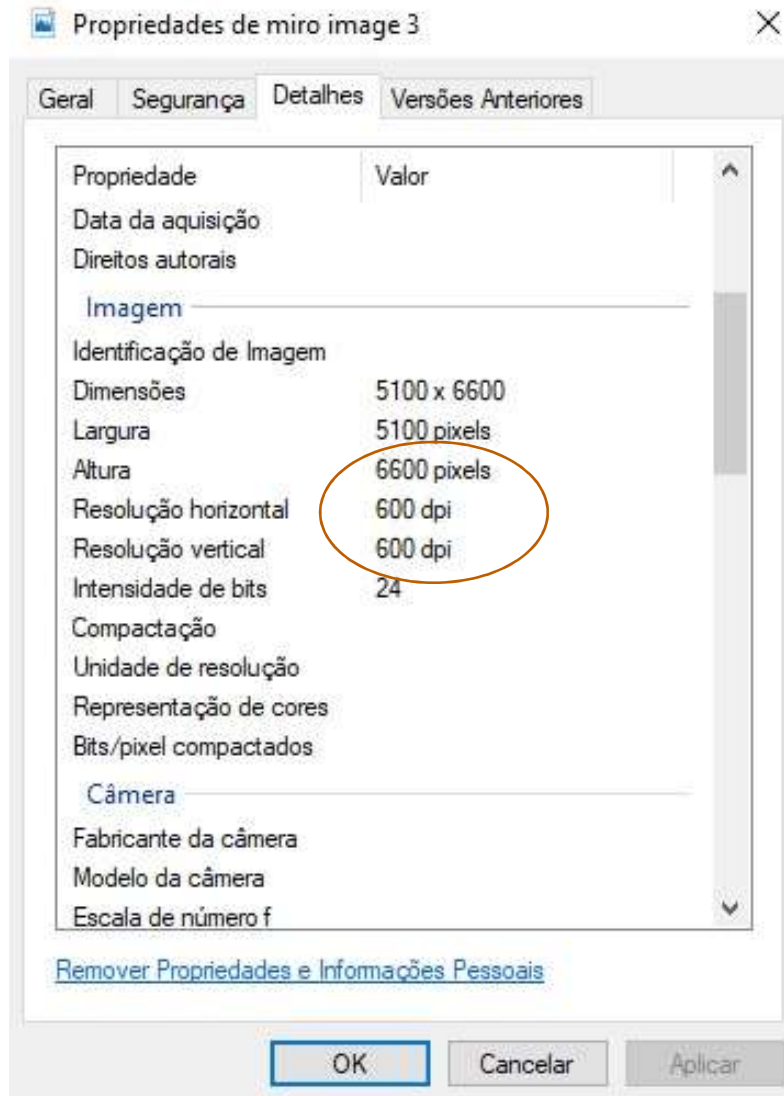
Pay attention to each chapter length in order to evaluate how profound the subject is being approached by the author. Short chapters like less than 8.000 words are usually inconsistent.

- Figures Quality and Copyright Permissions

Authors do not pay too much attention to figure quality but this is really important! All of them should have at least 300 dpi.

Don't forget to also ask about permissions copyright for figures. All material previously published requires formal written permission to be re published

# Checking Figure Resolution



To Check the figure's resolution, click with the right button on it, then in "details" and after in "properties"

## General organization of the subject written

- As an author, editor, or contributor, we suggest you to prepare a short abstract and key word list for each chapter and appendix in your book:

**Abstracts** should be 100-150 words long and provide a brief summary of the chapter theme and content.

**Keyword** lists should comprise 5-10 words or phrases that describe the contents of a chapter, or would likely be used by someone searching for the specific information provided within the chapter. (Maximum 100 words per book.)

They are very important as they will be used to help the discoverability of your work online.

### **Abstract**

Electrolytes are present in various formulations or processing related to food. Thus, adequate thermodynamic modeling of the complex mixtures found in food systems involving electrolytes and other components is important for a correct representation of the phase behavior. This chapter starts presenting a selection of relevant models used for the thermodynamic modeling of electrolyte mixtures: Gibbs excess energy models and their corrections for systems with electrolytes using the Pitzer–Debye–Hückel approach, together with the perturbed chain statistical associating fluid theory equation of state. Then, examples of the application to solid–liquid and vapor–liquid equilibria involving salts and food key ingredients (amino acids, proteins) are presented and discussed. The chapter finishes with a case study for the phase equilibria of carbohydrates and ionic liquids, which are a new, complex type of electrolytes, used as green solvents in many separation and reaction processes.

**Keywords:** Salts; phase equilibria; thermodynamic modeling; ionic liquids; activity coefficients

- Do not attempt to style your manuscript to make it look like a final typeset, printed book. However, please use consistent formatting (e.g. bold, font size) across the manuscript to indicate different heading levels:

**First level heading**

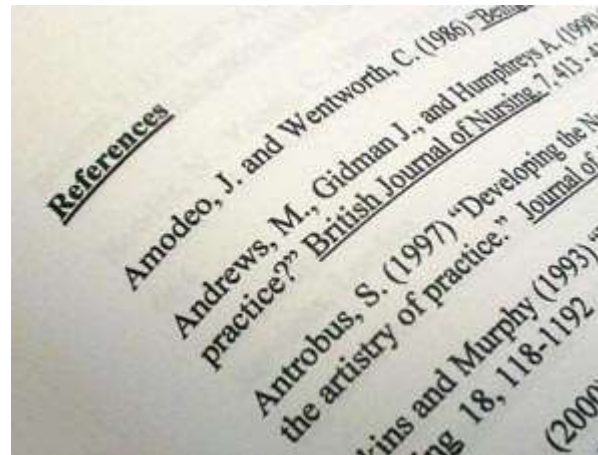
**Second level heading**

*Third level heading*



- Additional Deliverables:
- Dedication and/or Acknowledgements
- Foreword- Usually written by a prominent outside authority to place the book in the context of its field
- Preface or Introduction- To provide an overview of the book, its organization, and unique appeal
- Glossary or Nomenclature list- To list technical words, abbreviations, or equations used in the book
- Appendices- Supporting material or material for inclusion that is beyond the scope of the main text

## Citations & References



A **citation** tells the readers where the information came from. In your writing, you cite or refer to the source of information.

A **reference** gives the readers details about the source so that they have a good understanding of what kind of source it is and could find the source themselves if necessary. The references are typically listed at the end of the lab report.

## Reference Styles

To make the reference list and bibliography consistent and easy to read across different papers there are predefined styles stating how to set them out - these are called citation styles. Different subject areas often employ different styles. The following are the most popular:

**APA.** APA is an author/date based style. This means emphasis is placed on the author and the date of a piece of work to uniquely identify it.

APA Souleles, N. S. (2002). Consumer response to the Reagan tax cuts. *Journal of Public Economics*, 85(1), 99-120.

**MLA.** MLA is most often applied by the arts and humanities, particularly in the USA. It is arguably the most well used of all of the citation styles.

MLA Souleles, Nicholas S. "Consumer response to the Reagan tax cuts." *Journal of Public Economics* 85.1 (2002): 99-120.



**Harvard.** Harvard is very similar to APA. Where APA is primarily used in the USA, Harvard referencing is the most well used referencing style in the UK and Australia, and is encouraged for use with the humanities.

Harvard Souleles, N.S., 2002. Consumer response to the Reagan tax cuts. *Journal of Public Economics*, 85(1), pp.99-120.

**Vancouver.** The Vancouver system is mainly used in medical and scientific papers.

Vancouver Souleles NS. Consumer response to the Reagan tax cuts. *Journal of Public Economics*. 2002 Jul 31;85(1):99-120.

**Chicago** and **Turabian.** These are two separate styles but are very similar, just like Harvard and APA. These are widely used for history and economics.

Chicago Souleles, Nicholas S. "Consumer response to the Reagan tax cuts." *Journal of Public Economics* 85, no. 1 (2002): 99-120.

A website that can help you with References: <http://www.easybib.com/home>

## Ethical Standards and Anti-Plagiarism Systems

One of the most common types of publication misconduct is plagiarism—when one author deliberately uses another's work without permission, credit, or acknowledgment.

Plagiarism takes different forms, from literal copying to paraphrasing some else's work and can include:

- Data
- Words and Phrases
- Ideas and Concepts

Plagiarism has varying different levels of severity, such as:

- How much of someone's work was taken—a few lines, paragraphs, pages, the full article?
- What was copied—results, methods, or introduction section?

When it comes to your work, always remember that crediting the work of others (including your advisor's or your own previous work) is a critical part of the process. You should always place your work in the context of the advancement of the field, and acknowledge the findings of others on which you have built your research.



## Guide to Plagiarism and How to Prevent It\*

Action	What is it?	Is it unethical?	What should you do?
<b>Literal Copying</b>	Reproducing a work word for word, in whole or in part, without permission and acknowledgment of the original source.	<b>Yes.</b> Literal copying is only acceptable if you reference the source and put quotation marks around the copied text.	<ul style="list-style-type: none"> <li>■ Keep track of sources you used while researching and where you used it in your paper.</li> <li>■ Make sure you fully acknowledge and properly cite the original source in your paper.</li> <li>■ Use quotation marks around word-for-word text and reference properly.</li> </ul>
<b>Substantial copying</b>	This can include research materials, processes, tables, or equipment	<b>Yes.</b> "Substantial" can be defined as both quantity and quality of what was copied. If your work captures the essence of another's work, it should be cited.	<ul style="list-style-type: none"> <li>■ Ask yourself if your work has benefited from the skill and judgment of the original author?</li> <li>■ The degree to which you answer "yes" will indicate whether substantial copying has taken place. If so, be sure to cite the original source.</li> </ul>
<b>Paraphrasing</b>	Reproducing someone else's ideas while not copying word for word, without permission and acknowledgment of the original source.	<b>Yes.</b> Paraphrasing is only acceptable if you properly reference the source and make sure that you do not change the meaning intended by the source.	<ul style="list-style-type: none"> <li>■ Make sure that you understand what the original author means.</li> <li>■ Never copy and paste words that you do not fully understand.</li> <li>■ Think about how the essential ideas of the source relate to your own work, until you can deliver the information to others without referring to the source.</li> <li>■ Compare your paraphrasing with the source, to make sure you retain the intended meaning, even if you change the words.</li> </ul>
<b>Text-recycling</b>	Reproducing portions of an author's own work in a paper, and resubmitting it for publication as an entirely new paper.	<b>Yes.</b> See our separate factsheet on duplicate submission.	<ul style="list-style-type: none"> <li>■ Put anything in quotes that is taken directly from a previously published paper, even if you are reusing something in your own words.</li> <li>■ Make sure to reference the source accordingly.</li> </ul>

## Plagiarism Detection Tools

1. **Dupli Checker** - this is one of the most effective free plagiarism detection tools on the Internet. While it doesn't have a fancy interface, it certainly gets the job done well.

<https://www.duplichecker.com>

2. **iThenticate** - is the leading provider of professional plagiarism detection and prevention technology used worldwide by scholarly publishers and research institutions to ensure the originality of written work before publication

<http://www.ithenticate.com>

3. **Plag Scan** - Plagiarism detection tool for both individuals and businesses that checks texts against online content, scientific journals and the user's documents as well.

<https://www.plagscan.com>

## Peer Review of MS Process



# Types of Peer Review

## Single blind review

In this type of review, the names of the reviewers are hidden from the author. This is the traditional method of reviewing and is the most common type by far.

## Double-blind review

Both the reviewer and the author are anonymous in this model.

## Triple-blind review

With triple-blind review, reviewers are anonymous and the author's identity is unknown to both the reviewers and the editor. Articles are anonymized at the submission stage and are handled in such a way to minimize any potential bias towards the author(s).

## Open review

Open peer review is an umbrella term for many different models aiming at greater transparency during and after the peer review process. The most common definition of open review is when both the reviewer and author are known to each other during the peer review process.

## Registering your Title – ISBN and DOI

ISBN 978-3-16-148410-0



Both ISBN and DOI are mandatory registration numbers for your publication, without them it is really difficult to index them in any platform.

To require ISBN in Mexico you have to submit a requirement folder in [Instituto Nacional Del Derecho De Autor- https://www.indautor.gob.mx/isbn/](https://www.indautor.gob.mx/isbn/)

To require a DOI number you have to Check which DOI registration Agency is available for you. You can search it here - [https://www.doi.org/registration\\_agencies.html](https://www.doi.org/registration_agencies.html)



## General Requirements to get your title indexed

To get your title indexed, it usually needs to meet previous requirements, which are:

Book selection is via a publisher-based approach (no individual book suggestions are considered).

- It must contain ISBNs.
- Must be available in digital format (PDF or xml).
- Book types in scope are: Monographs, edited volumes, major reference works, and graduate level text books.

Those book lists from publishers that meet the minimum criteria will be reviewed according to the following selection criteria:

- Reputation and impact of the publisher
- Size and subject area of the books list (subject area(s) Arts & Humanities and/or Social Sciences are preferred).
- Availability and format of the book content
- Publication policy and editorial mission
- Quality of published book content

A dedicated team will manually review all suggested books one time per year. All suggested books will be evaluated based upon the above described selection criteria.

# Any Questions?

