

# Pharmaceutical Press

## Guide for Editors

### Editors' responsibilities in brief

- Drafting a content outline
- Recruiting contributors
- Briefing contributors
- Checking on contributors' progress
- Editing the manuscript to form a coherent whole
- Checking proofs
- Providing the Publisher with suggestions for promoting your book

### Drafting a content outline

A content outline should include tentative chapter headings, the approximate length of each chapter in numbers of words, and the approximate number of illustrations (line drawings and/or photographs) per chapter.

### Recruiting contributors

The Editor is responsible for the initial recruitment of contributors, but the Pharmaceutical Press(PhP) will deal with sending any formal agreements and associated documentation.

### Briefing contributors

It is important that the Editor provides contributors with clear and concise instruction as to what is expected from them at the outset. This will ensure that there is no misunderstanding as to what is required, and will save a lot of time during the editing process.

Individual contributors should be informed of the expected content of their chapter, the approximate expected length and number of illustrations, and the deadline for completion of an outline, and a first draft. It is recommended that deadlines are set with some extra time built in for delays.

With respect to editorial style, PhP will provide contributors with a guide to the our house style (see *Guide for Authors*). However, it is highly recommended that you write additional guidelines specific to your book.

These guidelines should outline the following:-

- The aims of the book and intended readership.
- Features specific to your book.  
For example, highly structured books such as student textbooks might include features such as chapter objectives, key facts bullets, case studies, or self-test questions and answers.
- The reference system to be used, ie, Harvard (alphabetical) or Vancouver (numbered), and the approximate number of references to be included in each chapter.  
If further reading references are to be included these should be to books, reviews, and *key* primary papers that are easily available to the majority of readers. Whatever is decided should be consistently applied to all chapters.

## **Preparing a sample chapter**

The Editor should prepare a sample chapter, or part chapter, to illustrate the required writing style and tone. This will help to ensure consistency across the chapters, and minimise the need for extensive editing by both yourself, and our in-house team.

## **Checking on contributors' progress**

Staying in touch with contributors is crucial. It is a good idea to contact them sporadically to check on progress. Likewise, it is important that you stay in touch with PHP staff, and inform them of any envisaged delays.

## **Editing**

The editor will edit all contributions to form a coherent whole, with a consistency of level, style, and presentation throughout. Revisions should be requested from authors where necessary.

When editing individual chapters particular attention should be paid to the following:-

- Are the quality of written English and coherence of arguments of an acceptable standard?
- Is the subject covered in sufficient depth and breadth?
- Is the text written at an appropriate level for the intended audience?
- Are there any obvious omissions or redundant sections?
- Are the illustrations appropriate/sufficient?
- Are the references appropriate/sufficient?

Please note that it is essential that contributors obtain permission to use copyrighted material, and provide the relevant documentation with their manuscript. Details of such material are included in the *Guide for Authors*.

Once the edited manuscript is delivered to PHP, our development editor will check that everything is present and correct and will send it for external review. If all is in order, the manuscript will be handed over to our production department, and a member of staff will contact you with a schedule for the next stages, ie, copy-editing, typesetting, proof-reading, proof revision and printing, and publication. A professional copy-editor will check for consistency, style, and grammar. It is stressed that this stage is a checking process only and, as far as is possible, it is the editor's responsibility to ensure that the manuscript is complete, consistent, and presented in the correct manner (ie, as outlined in the *Guide for Authors*).

## **Checking proofs**

A professional proof-reader will check the proofs against the manuscript. You will be sent a copy of the whole book, and will be expected to mark any small corrections. Generally, contributors to edited works will receive proofs of their chapters at the same time as the Editor. It is the Editor's responsibility to check through the contributors' corrections, and to collate all corrections onto one set of proofs. As changes to the proofs are expensive and time-consuming to correct, you will be asked to keep such corrections to a minimum. This will be your last chance to look at the proofs before the book is published.

## **Providing the Publisher with suggestions for promoting your book**

Once you have signed your contract, you will be sent a Sales and Marketing Information Form to complete. This is your main opportunity to make suggestions for the promotion of your book. You will be sent a Sales and Marketing Plan around the time of publication.