

AUTHOR GUIDELINES

Go to www.nawpubs.org to review the types of books and other resources that the NAW Institute for Distribution Excellence publishes and markets.

Required Components in a Book Proposal

Summary: Include a one-page summary (including for example, introduction, goals and objectives, value to the industry, expected outcome, etc.) that clearly sells the idea of your book. Be sure to answer these questions: What is the subject of the book? How will the research (if any) and writing proceed? What sources will be used?

Description of Finished Manuscript: What is the length of your manuscript in number of words or in proposed number of manuscript pages? What is the number of illustrations (figures, tables, etc.) that you plan to include?

Detailed Outline or Table of Contents: This is an important piece in the proposal process. Your outline or table of contents should be descriptive, detailed, and specific (in no less than 25 words of descriptive text per chapter) to show exactly what topics will be covered in each chapter.

Samples: Provide either/both the Introduction or Sample Chapter from your manuscript that shows your strongest writing example.

Your Resume: Enclose a detailed resume that will show why you are the right author to write this book for the appropriate audience(s). Include previous writings and expertise in wholesale distribution issues.

Audience: Who is the intended audience? At minimum, the audience will be composed of wholesale distribution professionals, but at what level, with what specific interests? What other audiences may take an interest in your book? Keep in mind, the manuscript must be written to business executives in wholesale distribution and not academic audiences.

Market Survey: Describe why your book is different from other books available on the subject and why the NAW Institute should publish it. Your survey of the market should show that you are familiar with the competition and why your book will do well in this market. What similar titles (if any) are currently available (by other associations, publishers, on Amazon.com, etc.) and what makes your book distinctive or unique?

Marketing Coordination and Support: The NAW Institute will market the book through all of its sales channels. We also welcome and encourage your ideas to help us ensure that the book reaches its audience(s). Through your work in the wholesale distribution industry (speaking engagements, consulting work, college-level teaching, writings in the trade press and/or major market media, etc.), we welcome your promoting the book and specifically referring solicited orders to the NAW Institute for fulfillment at prices specified by the NAW Institute. We also require from you two-three testimonials by wholesale distribution professionals endorsing your book to be used in NAW Institute promotional materials.

Schedule: Provide your delivery date of finished manuscript to the NAW Institute, proposed publication date, and any other proposal terms.

Ownership: The NAW Institute for Distribution Excellence shall be the owner of the work.

Final and Complete Manuscript Submission

Text:

- The completed manuscript as a MS Word document should contain a table of contents, preface, acknowledgments, introduction, full chapter text, appendices (if necessary), references or bibliography, about the author information, and all illustrations. Depending on the subject matter, it may also include a glossary and/or index.
- Pages should be numbered consecutively throughout the manuscript (not individually by chapters).
- Do not “format” the manuscript with unnecessary borders, rules, boxes, tints, or other graphics.
- Do choose a typographic style for chapter titles, headlines, subheadlines, bullet points, etc., to clearly show the importance hierarchy within the text.
- The author is responsible for delivering an acceptable manuscript within a specified time as outlined in the Agreement signed by the NAW Institute and the author. The author must deliver the manuscript as electronic file(s) to the NAW Institute.
- The “final and complete” draft of the manuscript submitted by the author to the NAW Institute is to be *final*, with no changes following its submittal for any reason other than as requested by the NAW Institute.

Illustrations (tables and figures):

- The author should not spend an inordinate amount of time producing “finished” illustrations, because these will likely be completely reworked by the NAW Institute designer. Illustrations must be provided as electronic files using PowerPoint, MS Word, and/or Excel formats; images that can’t be provided in these formats may be scanned and sent as PDF files; if absolutely necessary and only with prior approval from the NAW Institute, certain illustrations may be provided on paper and mailed to the NAW Institute.
- Illustrations must NOT be embedded in the manuscript text. Reference the placement of each numbered illustration within in the text where it should be placed for proper position. For example, the reference wording can read: “Place Figure 1-3 about here.”
- Illustrations should be numbered by chapter—the first number is the chapter number and the second number is the illustration in sequence within that chapter (Fig 2-3, Fig 2-4, Tab 3-1, Tab 3-2).
- Each illustration must have a title headline and caption. The latter should describe what is going on in the illustration.

Rights and Permissions:

- The author must ensure that his/her work does not violate copyright laws. If any substantial part of the work (more than a few hundred words from any one source) has been published previously, the author must prove through signed letters of permission from the publisher that the author has the right to allow the NAW Institute to republish it.
- Letters of permission must be submitted for any copyrighted material that is an entity itself (a table or graphic, chapter from a book, full article from a journal or newspaper, etc.).
- Signed releases must be obtained from the subjects of person-to-person interviews.
- The author is responsible for fees assessed by rights holders and for supplying complimentary copies of the book to rights holders as a condition of permission.

Editorial Process, Design and Layout Process, and Author Review

Content Development Review:

- The NAW Institute editorial staff will evaluate the manuscript to ensure that it reflects the promise of the original book proposal. The editors may ask the author to add material, delete material, or make changes to the final manuscript based on the NAW Institute editorial review and/or comments provided by the NAW Institute Board in its review.

Copyediting:

- Once the NAW Institute editorial staff accepts the manuscript as complete, the NAW Institute's copyeditor will work with the author to further develop and copyedit the manuscript for proper style, grammar, spelling, punctuation, and clarity. Further work by the author will be required to finely hone sections of the book and/or to provide more information if needed.
- The editor will also select additional illustrations and/or other type solutions that will aid in navigating the reader through the book.
- The editor will edit the manuscript electronically using the MS Word Track Changes function.
- When copyediting is complete, the editor will send an electronic copy of the edited manuscript to the author for his/her approval. The edited manuscript will show track changes, as well as comments to the author requesting further work, verification of information, answers to content questions, etc., to ensure complete accuracy of the manuscript.
- The author should read the entire edited manuscript and address every track change edit and comment individually. This review is the author's last chance to make substantive changes in the text.
- Typically, the author will accept the editor's track changes. However, in those circumstances when the author disagrees with a particular edit made by the editor, he/she must not just "refuse to accept the edit," but must provide as a comment back to the editor his/her clear reasoning why the change should not be made. The editor will evaluate the author's reasoning and explanation and will work with the author to come to a mutually agreeable resolution.
- Likewise, the author should address all questions from the editor by writing answers directly into the editor's comments section in the electronic copy of the manuscript.
- The editor will review the author's responses to questions and edits, and will consult with the author on any final points before the manuscript text is finalized and submitted to the design and layout process.

Design and Layout:

- Once the editor and designer produce finished "page proofs" with all design and layout elements in place, the editor will submit PDFs of the layout to the author for one final look. This is the opportunity for the author to review the entire book (text and illustrations) in layout form and provide to the editor any absolutely necessary layout corrections that are needed. This is not another opportunity for the author to edit, rewrite, or change the text. However, if the author does find any factual and/or egregious content errors (not differences of opinion about grammar, punctuation, style, etc.), he/she should provide them to the editor immediately for correction.

Questions?

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