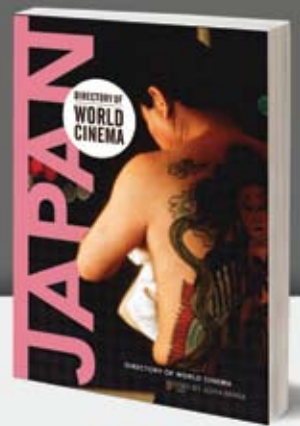
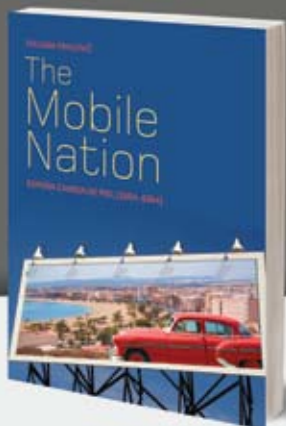




 **Intellect Books**  
**Author Pack**

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## Publishing with Intellect

Our community of exceptional authors and editors are central to our business. We are here to help you bring your ideas to fruition, and we will do all we are able to guide you through the publishing process. If you have any concerns or queries, please don't hesitate to get in touch with us.

Our objective is to support authors and editors by bringing their ideas to as wide a readership as possible, and to invest significantly in unique methods of achieving this. We strive to stay in close contact with our authors and editors through our online publicity blog, regular e-newsletters and attendance at conferences.

Intellect champions groundbreaking scholarly work produced in the emerging disciplines of creative media and popular culture. We continuously seek to represent original thinking in a visually imaginative way, and innovation and diversity are paramount to our ethos. We warmly welcome you to our community!

### Intellect contacts

UK Address: The Mill, Parnall Road, Fishponds, Bristol, BS16 3JG

Tel: 01179589910 | Fax: 01179589911

E-mail: [books@intellectbooks.com](mailto:books@intellectbooks.com)

Website: [www.intellectbooks.com](http://www.intellectbooks.com)

US Address: Intellect, Suite 106E, King Hall, 601 South College Road,  
Wilmington NC 28403, USA

Tel: (+1) 910 962 2609

E-mail: [usinfo@intellectbooks.com](mailto:usinfo@intellectbooks.com)

### Useful Intellect links

Intellect website: [www.intellectbooks.com](http://www.intellectbooks.com)

Intellect on Twitter: <http://twitter.com/IntellectBooks>

Intellect Facebook Group: [www.facebook.com/group.php?gid=3314522603](http://www.facebook.com/group.php?gid=3314522603)

The University of Chicago Press: [www.press.uchicago.edu](http://www.press.uchicago.edu)

The University of Chicago Press Distributed Presses Blog: <http://pressblog.uchicago.edu>

Gardners Books: [www.gardners.com](http://www.gardners.com)

Inbooks: [www.inbooks.com.au](http://www.inbooks.com.au)

Dawsonera: [www.dawsonbooks.co.uk/services/e-books.html](http://www.dawsonbooks.co.uk/services/e-books.html)

Netlibrary: [www.netlibrary.com](http://www.netlibrary.com)

Ebrary: [www.ebrary.com](http://www.ebrary.com)

Lightning Source: [www.lightningsource.com](http://www.lightningsource.com)

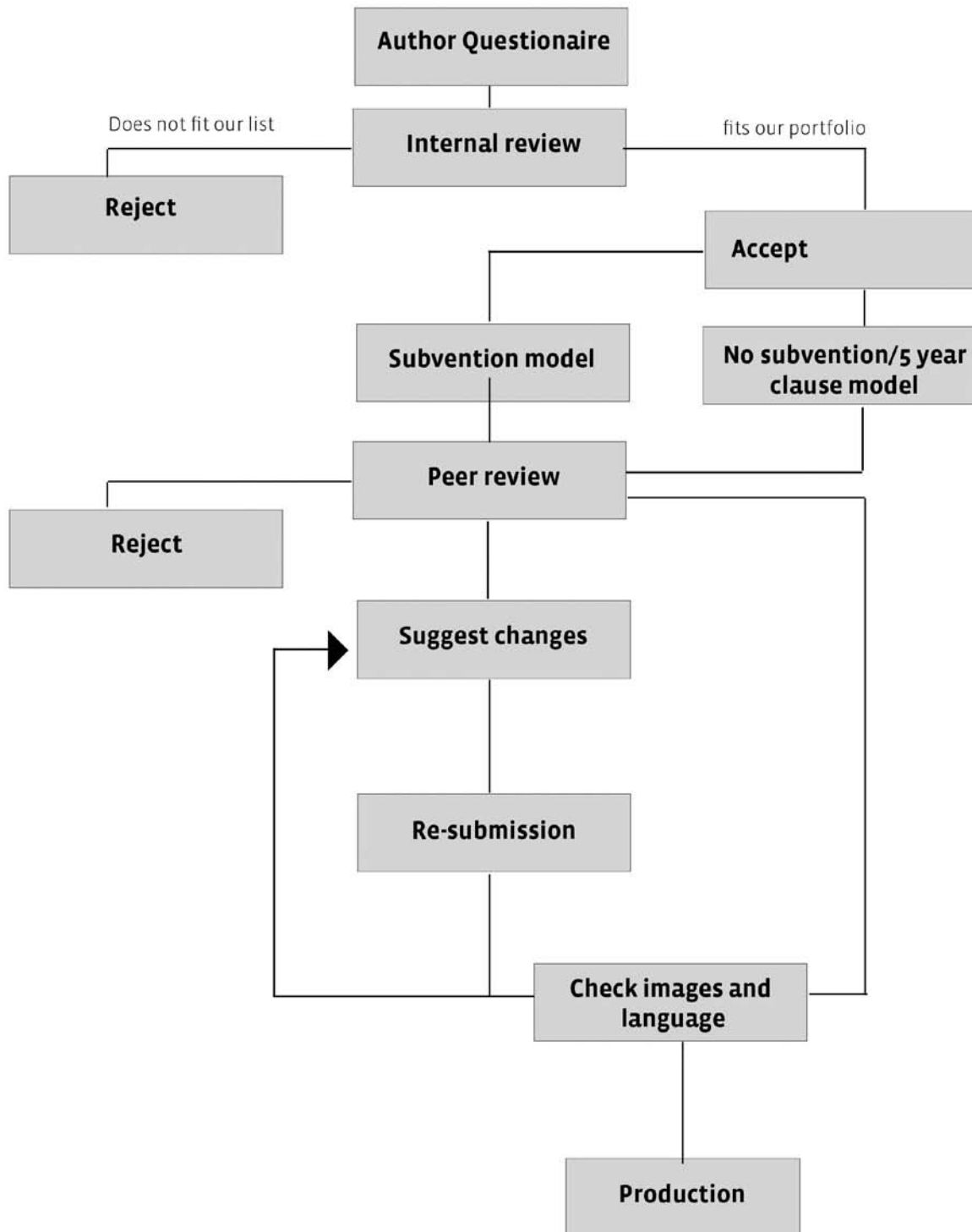
Ellibs: [www.ellibs.com](http://www.ellibs.com)

Mylibrary: [www.mylibrary.com](http://www.mylibrary.com)

Ebooks.com: [www.ebooks.com](http://www.ebooks.com)

EBL Ebooks: <http://www.eblib.com>

## Book Development Cycle



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## Notes to new authors

After a contract has been issued, we require all authors to print, sign and return two copies of the contract as soon as possible. We will then return a countersigned contract. We rarely change this document, except to complete the blank fields. Any specific requirements or information can be included in a letter which acts as an addendum to the contract.

Once the contract has been returned, we ask for a short abstract/ synopsis of the publication (approx 250 words) which describes the essence of what the book achieves, includes two or three essential questions that the book tackles and indicates a broad assessment of the potential readership. Please also provide a short author biography (approx 150 words) describing any institutional affiliations, current and past research interests and professional work.

The 'Notes on submission' is a good reference resource and should provide most of what is needed, and the timeline chapter which gives an outline of the timeframe for the production process is also useful. Intellect does have a style guide, which your production manager can supply you with. We generally use the Harvard referencing system, however if there is a different style of referencing you prefer, we can adhere to this as long as it is consistent throughout the manuscript. This is approximate, as often if turnaround time on copy-editing queries and proofing layout etc is fast, the production process can be a lot quicker.

Our pre-publication marketing of your book will include placing it on our website and also including it prominently in one of our seasonal catalogues (one is produced in spring, one in autumn) and also the corresponding catalogue of our North American distributor, The University of Chicago Press. Prior to publication we will decide which is the best list in which to include your book based on a realistic submission date. At this stage, before submission, we will ask you for as much information about your book as possible so that full and accurate information can be given in catalogues and at sales conferences. As well as basic information about your book, this will include illustration count, any competing titles, intended readership and any recent trends or media attention in your area of study.

We will also need to produce a front cover design well before the book is published to use in promotional material, in catalogues and on the web. Intellect's graphic designer will be in charge of producing the cover for your book or journal. They have extensive experience and complete the task swiftly and effectively. It is very useful if, at the beginning of the production process, authors or editors provide us with suggestions for themes/ideas, and any particular images to use. Often the designer only receives a

short description about the book and, while this is useful, standing alone it often stops short of giving them a tangible starting point. Please bear in mind that any images supplied must meet with the image specifications and must have rights clearance.

The stages that follow are:

### **First submission**

Firstly, it is very important that you submit the full manuscript by the submission date outlined in your contract. If there is any possibility that you may submit late, please do let us know as soon as possible.

The manuscript must be submitted as a text file. All images that you wish to include in your book should be submitted at this point (if this is not possible, you can work on sourcing images during the peer review process). Images must meet with the image guidelines as outlined in the 'Submission notes' document. Any images must be properly captioned, either in the document with a marker for where to insert the image and filename, or as a separate document clearly marking the caption, image file and where in the text it should be positioned.

### **Peer review**

Once the manuscript has been submitted, it will be sent to an anonymous peer referee for review. This is an essential and important part of the production process as we only publish our titles subject to a positive peer review. It is part of Intellect's mission to publish books by authors with original ideas they strongly believe in. We therefore try to keep the text as close to its 'original state' as possible. We do not edit our books to make them fit market demands, but encourage our authors to articulate their thoughts, and then bring them to as wide a readership as possible. Because of this, we ask that all submissions are in a state that is as complete and as polished as possible. It is the referee's role to ensure that the manuscript is academically sound, and that it is in a state that is fit for publication.

### **Second submission & copy-editing**

Once we have received the referee's comments, these are passed on so that any amendments can be made to the manuscript at this stage. Once submitted for copy-editing, this should be the final draft – any changes made from thereon will be purely typographical or grammatical corrections. The manuscript will then be copy-edited (for spelling, punctuation, etc). This process usually requires the author to work directly with the copy-editor. The copy-editor will send the copy-edited manuscript to the author, which will have any 'author questions' left within the document as 'comments'. This has the advantage of allowing the author to consider the amendments made by the copy-editor and address the inevitable 'questions to authors' that always arise if the script is ever ambiguous to the copy-editor. This procedure also gives a considerable amount of control to the authors to direct their work, which is our tradition. The copy-editor will then send the final copy-edited manuscript to Intellect, and we will send this for layout and typesetting. Authors bear responsibility for deciding on and arranging indexing if one is required. We can provide recommendations.

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### **Typesetting, proofing & printing**

Once the manuscript has been typeset, it will be sent for checking – any corrections or revisions should be sent to your production manager in a single Word document or e-mail, indicating page number, revision to be made etc.

This will then be incorporated into the layout by the typesetter. If the book is to be indexed, a second proof will be sent to the indexer (as arranged by the author). A final version is then prepared and sent to Intellect for in-house proofing. Once everything is ready, the files are sent to print. We send on the files for final approval before they are sent to print to ensure that there are no last-minute corrections.

## Notes on submission

### 1. Manuscripts

Submissions should:

- assume an audience with a basic knowledge of the area
- define the extent of the topics covered
- be written in a succinct, disciplined and precise style
- avoid the use of jargon and convoluted constructions wherever possible
- be supplied with a brief abstract of each chapter (maximum length 150 words), which should not repeat the introduction or conclusion, for potential inclusion on our website
- emphasise original contribution
- give full standard citations
- give full references for further reading or information
- have an overall impact through the style of presentation as well as the view being expressed

### 2. Submission of manuscripts

Manuscripts should be submitted to Intellect electronically either on CD or a via file-sharing link (for example, [yousendit.com](http://yousendit.com)) in a folder containing:

- text file of all written content
- folder containing all images (if images are to be included)
- image captions document (if images are to be included)

#### Text

Text should be submitted electronically as either a Word document file (.doc), or Rich Text Format document (.rtf). Please ensure that all textual content is included, for example: notes on contributors, acknowledgements, and bibliography.

#### Formatting in Word

The most important formatting to do should be (a) italicisation, (b) differentiation between title headers and subheaders, (c) superscript numbers for note identification within the text. The author must supply details of any acknowledgement that may need to be placed in captions.

#### Image submission

Submit only clear reproductions of artwork, photographs or screen grabs. Authors should retain original artwork until a manuscript is submitted. All figures must be in a form suitable for reproduction.

Therefore, images must be submitted electronically at print resolution (300dpi), at their original size as tiff or jpeg files. If you have the hard copy of images, and are unsure about how to submit in the correct format, you can send it to Intellect and we can scan the images here. It is possible to tell whether or not an image is at the correct resolution

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by checking the file size. If it is a small file, then this is likely not be a high enough resolution. Images can also be checked in Photoshop. For more information, please see the Image Guide which can be downloaded from our website.

### **Image editing software**

It isn't essential that you have Adobe Photoshop to edit images for submission. There are a number of excellent free graphic packages available on the Internet. Lately, a number of free graphic editing websites are fast becoming alternative sources for basic image editing. Some of the sites are:

[www.iephotoshop.com](http://www.iephotoshop.com)  
<http://pixer.us>  
[www.picnik.com](http://www.picnik.com)  
[www.phixr.com](http://www.phixr.com)  
[www.snipshot.com](http://www.snipshot.com)

### **Image captions**

Please submit an image caption document along with the text and folder containing all image files. This should clearly indicate where in the text you would like the individual images to be placed and a caption for each image. Please also indicate the position and captions for any tables or graphs to be included. The figures should be integrated into the text as much as possible rather than being inserted at the end of the document.

## **3. Notes and bibliography**

Explanatory notes should be used sparingly and indicated by consecutive superscript numbers in the text. Notes appear at the end of the chapter. References should be made in the notes if Harvard is not used.

## **4. End Notes**

We strongly prefer the use of Harvard references embedded in the main text in the following format (Harper 1999: 27), and a single bibliography at the end of the article rather than giving bibliographical references as end notes. Ideally, end notes should only be used to provide explanations or expansions to the main text of the article. However, publications can be referred to in end notes using the Harvard format – e.g. 'Smith (1999: 49) says that ...'. We are trying to move away from the use of 'ibid.' and 'op. cit.' in bibliographical references: terms that are common in end notes references but are not appropriate in Harvard references. Bibliographies do not need to be split into 'References' and 'Further Reading'. Please try to ensure that there is always a date of publication, the place of publication and the name of the publisher.

## **5. References**

The most important aspect of references is to ensure that any references in the text and bibliography are consistent regarding spelling of names, correct dates, correct title etc. Examples are given below each description of how different references should be presented.

References to books must include:

Author's name and initials, Full title (in italics), Edition, Place of publication, Publisher, Year of publication

- James, B. A., *The History of the British Empire*, 4th edn, London, Little Brown, 1988.

References to essays/articles in a book must include:

Author's name and initials, Title of essay/article (in quotes), Editor's name (ed.) or (eds), Title of book in full (in italics), if plural series number (if any), Place of publication (in parentheses), Publisher (in parentheses), Year of publication (in parentheses), Volume, Page numbers

- Smith, J. C., 'The Kings and Queens', in P. Smith (ed.) *The History Journal*, (London, Little Brown, 1981), pp. 200–28.

References to articles/essays in a journal must include:

Author's name and initials, Title of article (in quotes), Name of journal (in italics), Volume number: issue number, Year of publication (in parentheses), Page numbers

- Jones, T. A., 'The British Coin', *British History*, 19:1 (1990), pp. 98–121

References to essays/articles in conference proceedings must include:

Author's name and initials, Title of essay, Title of proceedings (in italics), Page numbers, Place of conference, organisation from whom proceedings can be obtained, Year of publication

- Smith, W., 'The Gardens of the South West' in *Proceedings of the Conference on Gardens in England*, pp. 15–25, London: RHS, 1996.

## 6. Index

An index is optional, and is the responsibility of the author or editor. If an index is desired, it should be created from the final layout proof, in an electronic file which can then be added to the end of the book before going to print.

## 7. Copyright


Copyright will usually be established in the name of Intellect Ltd. It must be indicated in the contract if the copyright is to be taken out in the name of the author or editor.

## 8. Permissions

It is the responsibility of the author to obtain written permission for a quotation from unpublished material, or for all quotations in excess of 250 words in one extract or 500 words in total from any work still in copyright, and for the reprinting of illustrations or tables from unpublished or copyrighted material. No payment can be made by the publisher for obtaining any copyright required in order to use quotations or illustrations. It is the responsibility of the author to obtain written permission for the use of any illustration which remains in copyright.

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## Authored book production timeline

- 
- 1 Project proposal sent to Intellect**
  - 2 Submission date (12 months)**

The entire manuscript is sent to Intellect to pass on to an anonymous referee. The author acts on the referee's feedback and prepares the final submission.
  - 3 Final manuscript is submitted to Intellect (9 months)**

It is sent to the copy-editor. (We provide the copy-editor's contact details etc to author). The author acts on the copy-editor's feedback.
  - 4 Layout/ typesetting stage (6 months)**

Manuscript is laid out, and a first proof produced.  
Marketing. The author builds on original marketing material submitted in author questionnaire. Any new material is submitted to Intellect during this stage.
  - 5 Proof-reading stage (4 months)**

First proof is sent to author for checking.  
Author returns corrections to Intellect. This is the last opportunity for the author to check pages for any errors within the manuscript. (We ask our authors for a two–three week turnaround time for any corrections to be made to the first proof). During this proof-reading process, a full cover is produced and will be sent to the author for checking.  
Final proof is sent to Intellect for checking in-house.  
Intellect sends final PDF to the author just prior to sending the manuscript to print.  
If the book has an index, Intellect sends the final proof to the author to pass onto the indexer. Intellect will then send the final PDF just prior to sending the manuscript to print.
  - 6 Publication date**

Publication.  
Marketing continues as a collaborative, ongoing process with Intellect after the book's publication.

## Edited book production timeline

- 1** **Project proposal sent to Intellect**
- 1.1** **If edited collection is based upon seminar or conference...**

First draft of all chapters circulated among the whole contributor community. If there is no seminar or conference, a paper seminar can act as an alternative. Each person to give feedback on at least one other person's chapter. The editor to give feedback on all chapters. Each contributor revises the chapter based on feedback.

Second draft of the entire collection. Editor checks that feedback from earlier stage has been acted on.
- 2** **Submission date (12 months)**

The entire collection is sent to Intellect to pass on to an anonymous referee. The editor and contributors act on the referee's feedback and prepare final submission.
- 3** **Final manuscript is submitted to Intellect (9 months)**

It is sent to the copy-editor. (We provide the copy-editor's contact details etc. to the editor). The editor acts on the copy-editor's feedback.
- 4** **Layout/ typesetting stage (6 months)**

Manuscript is laid out, and a first proof produced.

Marketing. The editor builds on original marketing material submitted in 'editor questionnaire'. Any new material is submitted to Intellect during this stage.
- 5** **Proof-reading stage (4 months)**

First proof is sent to the editor for checking. If the editor has agreed for contributors to proof their own chapters, the editor should pass the proof onto the contributors, and ask for corrections to be returned to the editor by a certain date.

This is last opportunity for the editor to check pages for any errors within the manuscript. (We ask our editors for a two–three week turnaround time for any corrections to be made to the first proof).

Editor returns collated corrections to Intellect. During this proof-reading process, a full cover is produced and will be sent to the editor for checking.

Final proof is sent to Intellect for checking in-house.

Intellect sends final PDF to the editor just prior to sending the manuscript to print. If the book has an index, Intellect sends the final proof to the editor to pass onto the indexer. Intellect will then send the final PDF just prior to sending the manuscript to print.
- 6** **Publication date**

Publication.

Marketing continues as a collaborative, ongoing process with Intellect after the book's publication.

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## Marketing

This is crucial to the success of the title, and it is important to think carefully in formulating a plan for when the book has been published. Towards the beginning of the production process, we ask forthcoming authors for further information about the book, usually working from the original author/editor questionnaire as a starting point. This can include:

- approx illustration count (in addition number of tables, line drawings or maps if any)
- confirmation of any forewords or introductions (plus author name and affiliation)
- 3–5 key sales points about the book. These should be commercially oriented, as well as academically focused if possible
- 3–5 key competitive titles (this may have changed since the original author questionnaire was submitted)
- what is specifically original about this book
- what sort of readership
- any particular connection with North America / Canada (i.e. if there are any strong links with a certain area, for example New York)
- recent trends or media attention relating to subject in US and UK
- key points about your current academic affiliation/ professional role, and notable previous titles
- contacts and publications that we can approach to review the book
- information on relevant conferences, societies or groups

In order to ensure that Intellect books are marketed in a thorough and comprehensive way, it is very useful if authors can provide their production manager with information about any contacts or organisations who may be good to approach for review, and any relevant sites, conferences and societies.

We like to work as closely as possible with our authors and editors in marketing their publications as the content is often specialist, and usually it is the author or editor who has the in-depth knowledge of individuals and organisations to target. It is also very useful for us to receive any testimonials or quotes that we can use on publicity material or the back cover of the publication.

## Advertising

We routinely arrange advertising for our books in subject appropriate publications such as *Sight & Sound* magazine, *Aesthetica*, *Prospect*, *Total Theatre* and the *Times Higher Education Supplement* as well as in our own extensive in-house list of journals across our subject areas. The University of Chicago Press advertise our books in a wide range of North American publications, including: *Journal of Arts Education*, *Film Quarterly*, *Theater Journal* and *Bookforum*.

## **Reviews**

Our books are widely reviewed in a range of both high profile and specialist publications. We kindly ask authors to note any publications and individuals in their questionnaire to which they think it would be advantageous to send review copies. This list is supplemented in-house by our substantial database of review publications and freelance reviewers worldwide. We also use the e-mail marketing tool 'Arts Media Contacts' to invite reviewers. All published reviews of your book will be recorded, and copies sent to you in the post (or by e-mail if the review appeared online). We often use review quotes in our promotional material and on our website.

## **Conference attendance**

Intellect attends many major national and international conferences in those areas in which we publish, and also smaller, more specific conferences relevant to our specific books and journals. We have a strong public profile at conferences in the UK and Europe, and we also send promotional material to those we do not attend. Our presence at conferences in the US is also strong, with our close relationship with The University of Chicago Press and the fact that we have base in North America.

We encourage authors and editors to inform us of any conferences and events that could be a promotional opportunity and there is a section of the author questionnaire devoted to this. We also encourage authors to increase awareness of their book through their own contacts, relevant academic circles, and at conferences that they attend. We provide authors and editors with promotional postcards and order forms for this purpose.

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## How to promote your book

### Via the Intellect website

#### Author profile

As an Intellect author we have created an account and profile for you on our website. Please login using the information provided by your production manager, and check your profile to make sure that it displays an up-to-date biography and contact details for you (contact details can only be viewed by Intellect staff). Once logged in, the website allows you to update your own profile as you wish. We encourage you to include any further information about your research activity, blog-sites, and projects that you may be involved in. We are always keen to hear about events you may be participating in and we are happy to promote this activity on our latest news blog, and the University of Chicago Press Distributed Presses blog.

#### Blogs, forums and comments

Intellect's website offers a range of Web 2.0 facilities including forums, blogs, comments areas, multimedia and interactive content. Intellect aims to provide a virtual environment within which our community of authors and editors and other academics, could interact, share ideas, and obtain useful resources both on publishing and related academic issues. We have developed a specific resource area for authors and editors, and a comprehensive online academic conference diary, which provides information about all events related to research in creative practice and popular culture. If you have an event that you would like to promote, you can add this through your author account. Simply log in to your account, go to 'events', and click on 'new event'.

#### News

Please keep us informed of any events or news related to either you or the book that might be suitable to include. Visit: <http://www.intellectbooks.co.uk/weblog/view-Weblog,name=News/>

#### Social media

At Intellect we are keen to embrace social media and any technology that helps us communicate with and promote our community of authors, editors, contributors and readers.

Here are some of the social media platforms that we participate with please do let us know if there is something you would like us to promote through these sites!

Twitter: <http://twitter.com/IntellectBooks>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=3314522603&ref=ts>

Scribd: <http://www.scribd.com/Intellect%20Books>

## **IQ magazine/subject area catalogues**

With an emphasis on the visual and colourful, *IQ* presents new initiatives at Intellect, latest releases, and features and interviews with our authors and editors. As an Intellect author, *IQ* is a great opportunity for you to raise awareness about your book, and to present your ideas in a visual and accessible format. If you would like to contribute to an issue of *IQ*, please contact us at [marketing@intellectbooks.com](mailto:marketing@intellectbooks.com).

## **E-mail signature**

Mention the book in your e-mail signature, along with a link to our website. Use your institution's website to promote the book.

## **Author newsletter**

Please do read our quarterly author e-newsletter that we send to all authors and editors, as this regularly features the latest developments at Intellect which may help you to promote your book.

## **Author interviews**

If you have an existing interview that you would like to add to your website profile, please do send this to us at: [marketing@intellectbooks.com](mailto:marketing@intellectbooks.com). Please also let us know if you will be attending any academic conferences where Intellect will be exhibiting (listed in the quarterly author e-newsletter) and would like to carry out a short interview with the Intellect representative in attendance.

## **Jiscmail and other e-mail lists**

Posting on Jiscmail and other e-mail lists offer an effective and easy way to promote your book. Please visit <http://www.jiscmail.ac.uk/> to find relevant lists.

## **Presentations and Conferences**

Mention your book whenever you give a talk or presentation to peers. Please also let us know if you are attending any future conferences so that we can try to arrange to display promotional material there.

## **Advertising**

Let us know if you are having an article published in a journal, so that we can enquire about advertising the book in the journal.

## **Journal article publication**

Submit an article for publication in an Intellect journal prior to book publication. Publication of the chapter as an article in the journal prior to publication of the book would help to promote and generate interest in the book.

## **Institutional libraries and bookshops**

Contact your institutional library and/or bookshop and recommend that they stock a copy of your book.

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## **Postcards**

As part of our marketing service, we will produce an individual postcard for your book. These can be distributed to your colleagues, at your institution, and at conferences/ events that you attend. Please contact [marketing@intellectbooks.com](mailto:marketing@intellectbooks.com) if you need more postcards after we have sent an initial batch to you. We can also send these to the individual contributors if the book is an edited volume. We can also provide you with the electronic version of the postcard if you want to send these out to your colleagues as an e-mail attachment.

## **Faculty newsletters/blogs**

If your faculty has a newsletter, ask them to include an announcement about the book. The university press department may also be able to promote the book for you by sending out a press release, and directing people to order the book from the Intellect website.

## **Reviews**

It is very useful to have advance testimonials for the book that we can then use in our catalogue, our distributors catalogues and on press releases and the website. It may be worth seeing if your colleagues would be willing to review the book in advance of publication and provide a short testimonial that can be used for publicity purposes.

## **Amazon**

See if your colleagues would be willing to review the book on Amazon, as good reviews of the book are always helpful. This will help to improve the chances that the book appears on the more visible pages. You may also create a Listmania featuring your book, which other Amazon customers can view and use to find out about relevant books in their subject area.

## **Wikipedia**

Add the book as a further reading publication on relevant Wikipedia pages. You can also add a link to the book's page on the Intellect website so that users can easily find out more information and order the book.

## **E-book collections**

Products such as the ACLS Humanities e-book, base their title selection on recommendations. You can recommend your book via their website, and ask your colleagues to do the same:

<http://www.humanitiesebook.org/titlelist.html>

## Author response questionnaire

We would appreciate it if you can take the time to respond to the following questions after the production process. Intellect continually strives to improve the service we offer to our authors and editors, and your feedback will significantly help us to do this.

### Intellect's book author/editor survey

#### 1. Your name

#### 2. What is the title of the book you recently published with Intellect?

#### 3. How did you hear about Intellect?

#### 4. How would you rate the following in the production management process: (1 poor–5excellent)

- a) Quality of communication\_\_\_\_
- b) Supportiveness\_\_\_\_
- c) Efficiency\_\_\_\_
- d) Additional comments

#### 5. How would you rate the following: (1 poor–5 excellent)

- a) Peer review process \_\_\_\_
- b) Copy-editing\_\_\_\_
- c) Design\_\_\_\_
- d) Printing\_\_\_\_
- e) Overall project management \_\_\_\_

Additional comments

#### 6. How satisfied were you with your final cover design?

- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Additional comments

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**7. How satisfied were you with the following aspects of the marketing for this book?**

**a) Copy in catalogues, leaflets and postcards**

- Dissatisfied   
Neutral   
Satisfied   
Very satisfied

**b) Presentation on Intellect's website at [www.intellectbooks.co.uk](http://www.intellectbooks.co.uk)**

- Dissatisfied   
Neutral   
Satisfied   
Very satisfied

**c) Any adverts that were placed in relevant publications**

- Dissatisfied   
Neutral   
Satisfied   
Very satisfied

**d) Display at conferences**

- Dissatisfied   
Neutral   
Satisfied   
Very satisfied

Any other comments about marketing:

**8. What was the best aspect of publishing with Intellect?**

**9. What aspects of publishing with Intellect would need improvement?**

**10. Would you consider publishing with Intellect again in the future?**

Yes  No

**11. Any other comments**

## Intellect testimonials

‘Intellect publishing offers a platform for new and original ideas in the field of arts and humanities; it provides a home for academics who are looking to independent and forward-thinking publishers whose principal criterion is not ‘will it sell?’ They have grown and developed over the past two decades to be one of the foremost publishers in, amongst other areas, arts, education and media. Intellect provides a first-rate service to both authors and readers, treating both with respect and with a rare concern for quality and integrity.’ – Richard Hickman, University of Cambridge, Author of *Research in Art & Design Education*

‘My collaboration with Intellect made me feel that I was working with people and not some faceless corporate machine. Everyone I corresponded with – from the series editor to the copy readers to the layout artists – was helpful and congenial and really listened to my questions and suggestions. I felt involved in the decision-making process all down the line and am now very proud of our product.’ – Jon Tuttle, author of *The Trustus Plays*

‘The level of communication and support is excellent. There’s a high degree of trust in the author, balanced with the right amount of constructive criticism. The publisher is flexible and the interactions are nurturing.’ – Teresa Murjas, author of *Zapolska’s Women*

‘I first became aware of Intellect Press through advertisements in *Sight & Sound* magazine which prominently displayed some particularly fine artworks. Covers for titles like *Hollywood Utopia* and *Cinemas of the Other* are intelligent, well-chosen designs that are suggestive of texts that offer unique depth and insight in a presently over-crowded academic market. The artworks for new Intellect titles such as *Point Blank*, *Switching to Digital Television* and *Allegorical Images* expertly integrate image with theme in a manner that is at once subtle and distinctly eye-catching.’ – John Berra, Author of *Declarations of Independence*

‘As an editor, what I like best about Intellect is the combination of genuine concern, constructive advice, and unequivocal respect for the editors’ ultimate choices. The people at Intellect are pros at what they do, which allows us as editors to focus on our job – finding the best texts.’ – Daniel Lindvall, Editor of *Film International*

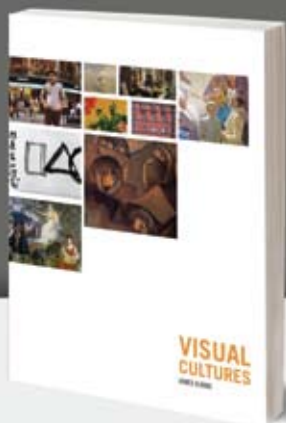
‘The process of developing an idea for a new journal is invigorating and very thorough. The team brings a wide-ranging knowledge to the entire process, wonderful energy in terms of their creative thinking and suggestions for format, design and editorial processes. Above all I have felt very supported throughout the whole process of proposing and getting a new journal off the ground!’ – Sarah Whatley, Editor, *Journal of Dance & Somatic Practices*

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‘Intellect provides an environment that enables the editor and the publisher to think ‘outside the box.’ The openness and willingness to discuss and develop new ideas has had a direct impact into the journal and those that it serves. This interaction through creative thinking has allowed our academic community to flourish.’ – Lee Higgins, Editor, *International Journal of Community Music*

‘We very much value the close and personal touch that Intellect brings to the publisher-editor relationship, and feel that the progressive blend of traditional academic publishing and twenty-first century commercial publishing that they offer is ideal for the contemporary scholarly journal of popular culture.’ – Dominic Symonds and George Burrows, Editors, *Studies in Musical Theatre*

‘Intellect is a wonderful publisher to work with. They understand innovation in academic publishing, and guide the process of setting up a new journal right from the start with advice and support in all areas, from the development of a vision to the marketing plan. They are professional and friendly, and make you feel at home.’ – Johan Siebers, Editor, *Empedocles: European Journal for the Philosophy of Communication*



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