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!

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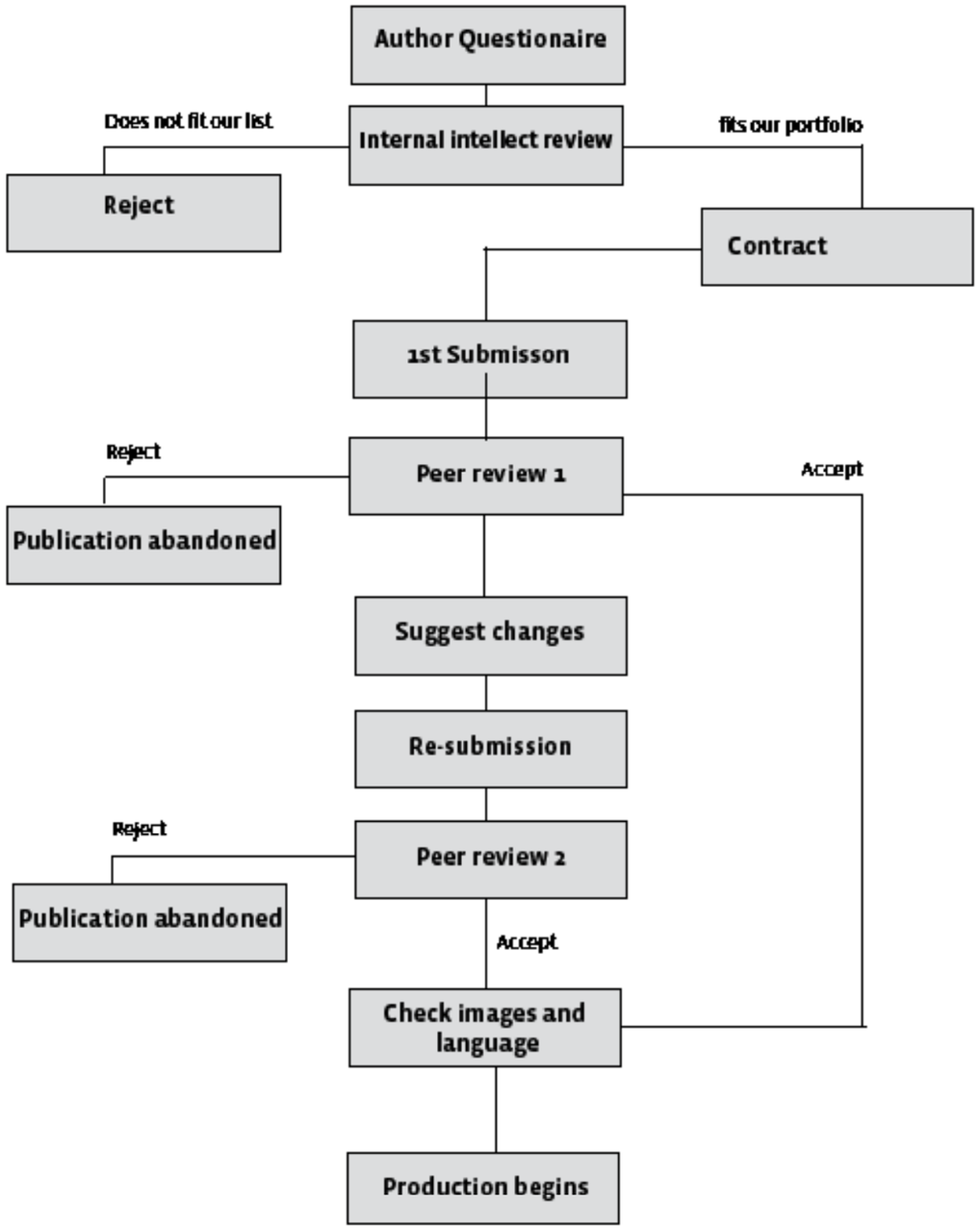
Useful Intellect links
Intellect website: www.intellectbooks.com
Intellect on Twitter: http://twitter.com/IntellectBooks
Intellect Facebook Group: www.facebook.com/group.php?gid=3314522603
The University of Chicago Press: www.press.uchicago.edu
The University of Chicago Press Distributed Presses Blog: http://pressblog.uchicago.edu
Gardners Books: www.gardners.com
Inbooks: www.inbooks.com.au
Dawsonera: www.dawsonbooks.co.uk/services/e-books.html
Netlibrary: www.netlibrary.com
Ebrary: www.ebrary.com
Lightning Source: www.lightningsource.com
Ellibs: www.ellibs.com
Myilibrary: www.myilibrary.com
Ebooks.com: www.ebooks.com
EBL Ebooks: http://www.eblib.com

Book Development Cycle



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, we can provide recommendations.

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) 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 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://pixer.us
www.picnik.com
www.phixr.com
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 with Intellect, but we do strongly encourage authors and editors to have one, for ease of navigation. (The index should be created from the final layout PDF proof, in a Word file that can then be added to the end of the book by the typesetter before going to print).
It is the responsibility to the author/editor to arrange and pay for the index themselves, and you can either create the index yourself, and you can use the indexing guidance below, or we can put you in touch with a freelance indexer we regularly work with.

Useful indexing guidance:
General

Indexes are made up of individual entries, each comprising a headword, and some indication of where that word may be found in the text. The length/detail of an index depends very much on the size and complexity of the work, and the requirements and expectations of readers. Since an index requires proof pages before it can be started, it should be left till the second proof stage of the production process.

When compiling your index ensure that you check hyphenation, italics, spelling and punctuation for consistency with the text.

Style

- Entries should be concise and consist of nouns (modified if necessary by adjectives, verbs or other nouns); they should start with a capital letter only if the word is capitalized in the text.

- Entries should be alphabetized using the letter-by-letter system (e.g. proceeding across spaces, and with separated and hyphenated words being treated as one word).

- Personal names are given in inverted form, i.e. surname first.

- There should be an en space between the entry and the first page number, e.g. income 12, 14–22, 45

- An array of unqualified or undifferentiated page numbers several lines deep is unhelpful to readers; it is far better to break these down, e.g.

habit loss:
from development 83–5
from erosion 125–9

- Cross references fall into two categories: the first, introduced by see, directs attention from one possible entry to a synonymous or analogous one; the second, introduced by see also, extends the search by directing attention to one or more closely related entries or subentries.

- It is usual to mark figures denoting references to illustrations in italic or bold, and provide an introductory note at the start of the index: Italic/bold numbers denote reference to illustrations.

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.

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.

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. As such it is important to include as much relevant information as possible in the Author Questionnaire and, if necessary, to update it once the book has been published.

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 important authors 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. As Intellect has an author centered ethos. We place great emphasis on providing a service to our authors and editors and this directly affects the way we market our titles. As Intellect is author focused rather than reader focused we tend not to pursue getting titles into bookshops.

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 have not found advertising to be the most effective way of promoting our books and as such we don't often advertise our titles. The exception to this is *Sight & Sound* magazine, in which we advertise some of our books series.

Reviews

Our books are widely reviewed in a range of both high profile and specialist publications. As the author has an in-depth knowledge of the subject area they are writing about they will likely know the best publications and individuals to offer review copies to. It is extremely useful if the author can provide even a short list of suitable publications to approach for reviews, although of course the more journal suggestions that are provided the more reviews the book is likely to generate. This list is supplemented in-house by our substantial database of review publications and freelance reviewers worldwide. All published reviews of your book will be recorded, and copies sent to you by e-mail. We often use review quotes in our promotional material and on our website. If you happen to come across any reviews of your book that we are not aware of then it is much appreciated if you can bring them to our attention.

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, Europe, North America and Australasia, and we also send promotional material to those we do not attend.

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. Please inform us if you run out of postcards and we will be happy to send you some more.

How to promote your book

Promoting your book is an important part of the book publishing process as it secures a wider readership for the work. The author is often well placed to promote their own work as it is their colleagues, professional contacts and fellow academics who are often the readership for the book. As such it is important to get news of the books publications and availability out to these people. This can be done in a variety of ways, which are listed below. It is also important to note that when you mention the book in your e-mail signature, or in a forum or e-mail it is important to link to the book's page on either Intellect or University of Chicago Press and provide details about where the book is available. To do this it is useful to use a shortened url.

Shortened urls are short web addresses that 'point' at a longer url. So for example rather than posting www.mywebsite.co.uk/thatpage.123.somethingtolookat.f112pt, which is long and unwieldy, you can use one of the many services that generates shortened urls (bitly.com and tinyurl are two of the most popular) and it will be shortened to something more manageable such as bit.ly/xRR692. This means that it takes up less characters and so can be posted to twitter more easily, looks nicer and more manageable and is easier for people to remember. A lot of url shortener sites also offer analytics such as how many people have clicked on the link, when they clicked, which country they are based in etc. A few sites offer the option to customize the link so that it can be something like bit.ly/PEET2.5, as long as that url isn't already taken by someone else.

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. If you have an interview that you would like to add to your website profile, please do send this to us at: marketing@intellectbooks.com.

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 embrace social media and 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://bit.ly/QDrgTo
Facebook: http://on.fb.me/W50b8s
Scribd: http://bit.ly/TXlhb7

Follow or like Intellect Books to keep up with all our latest news.

It is possible for authors to utilize Facebook and Twitter to promote their book to great effect however a poorly maintained page can be damaging to a book so it is best to only set one up if you are sure you have the time and commitment to take adequate care of its upkeep. If you do set up your own social media presence please make sure you contact us with the details so that we can link to it from Intellect's facebook page. Many of our journals have their own facebook page, you can see examples of this by going to Intellect's website and clicking on the social media page.

Subject area supplements

So far we have produced four subject specific magazine style supplements, Visual Arts, Performing Arts, Film Studies and Popular Culture. In 2013 we will produce a fashion supplement. We find that these supplements are very popular whenever we take them to conferences or events and we arrange to have them inserted into delegate bags at conferences.

IQ magazine/subject area catalogues

Info about new publication. If you would like to contribute to an issue of IQ, please contact us at marketing@intellectbooks.com.

E-mail signature

Mention the book in your e-mail signature, along with a link to our website. If you like our designer can create a visual e-mail signature for you.

Below is an example of an e-mail signature which was created for Joan Lazarus, author of Signs of Change. Underneath she has included a link to the book's page on Intellect's website. You may be able to make the image itself into a hyperlink using your e-mail provider.

http://bit.ly/SignsofChange

Your Institution's Website

Use your institutions website to promote your book. Add information about the book, its release date and a link to Intellect's website (using a shortened url) to your profile page. It may also be worth getting in touch with your institutions PR department to let them know you've published a book and ask them to disseminate this information through their newsletters and announcements.

Author newsletter

Read our quarterly author e-newsletter that we send to all authors and editors to keep up with the latest developments at Intellect which may help you promote your book.

Jiscmail and other e-mail lists

Posting on Jiscmail and other e-mail lists offers an effective and easy way to promote your book.

JISCmail can be a great place for authors to spread the word about their book to interested parties such as people working and researching in the areas covered by your book. It is usually best if the author posts the information about the books release as people often respond better to information about the book coming from the author rather than the publisher. The marketing team at Intellect is very happy to provide the author with anything thy need for the Jiscmail announcement (copy, meta data, shortened urls linking the book to the appropriate web pages, etc).

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. Please 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.

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. A list of Intellect's journals can be found at http://bit.ly/IntellectJournals

Institutional libraries and bookshops

Contact your institutional library and/or bookshop and recommend that they stock a copy of your book. University bookshops are usually keen to stock lecturer's books but often don't know about them. Feature your book on recommended reading lists for students and make sure to pass information about the book on to university bookshops.

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 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. If you think your university press department could be useful in promoting your book please feel free to get in touch with them or ask the person marketing your book at Intellect to.

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 is worth asking your colleagues if they would be willing to review the book in advance of publication and provide a short testimonial that can be used for publicity purposes.

Amazon

If your colleagues are willing to review the book on Amazon this can be very beneficial, as good reviews of the book really help to present it as an interesting, readable book that other people have found useful. 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-books

All Intellect's titles are available in e-book format, except for our square format photography books and any books that were originally published as journals, for both libraries and individuals to purchase. To view a list of e-book providers please visit bit.ly/Intellectebooks

E-book collections

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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

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

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*

'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*

'Communications were friendly, speedy, and precise. Couldn't have been better. I love the cover design! I think you are fantastic and look forward to working with you again.' – Emily E. Auger, Author, *Tech-Noir Film*

'Thank you for allowing the voice of the author ABOVE mere market interests' –Martin Botha, author, *South African Cinema 1896-2010*

'I was very happy with the whole production process.' –Milly Buonanno, author, Italian *TV Drama and Beyond and The Age of Television*

'easy to work with and efficient I was very satisfied with the cover. It looks great and has received many compliments.' –Rebekah Farrugia, author, *Beyond the Dance Floor*

'I had extremely good communication with the various editors at all stages of the production. The work with my lots of illustrations went very well, and the Intellect staff provided excellent support in finding good copies and getting copyright permissions. I also much appreciated the willingness to go for paperback at once
Thanks for fine co-operation, and hope to publish with you again!' –Johan Fornäs, author, *Signifying Europe*

'I was impressed by the commitment to an unusual project and the understanding, flexibility and speed of editorial and production work. Design team were excellent on this and very responsive. You have a really good editorial and design time, with some vision and you are building a great list in theatre and performance studies.' –Adrian Heathfield, co-editor, Perform, Repeat, Record

'I have recommended Intellect to colleagues looking for a suitable publishing venue for sophisticated, visually oriented academic ventures. Having compared our experience with Intellect to stories others have told about the lack of responsiveness and the meddling of its competitors (Berg sounds particularly awful in terms of trying to control the direction of a project), I am very pleased that we went with Intellect. The book is everything we hoped it would be and more. it's a really beautiful book
Very, very, very satisfied, esp that we were able to tone down a name for the book which had looked fine on the postcards but stood out in the proofs. And the postcards are really an ingenious marketing tool that we continue to distribute with pride.
The competence and responsiveness we met with, as well as the speed at which everything happened. We very much appreciated May's immediate responses to our emails and the rapid turnaround at every stage of the process from reviewing through proofs and printing.' –Susan Ingram, author *Berliner Chic*

'Great team and the best part is the respect paid to writers, artists, and contributors. This is a rare thing these days. I appreciated the Press really listening to me and my co-editor on the cover design. efficiency, high standards, and deep respect shown to editors and contributors I have recommended the press to others. It's a gem in these days of corporatized publishing. ' –Amelia Jones-, co-editor, *Perform, Repeat, Record*

'The email communication was always friendly and I always felt confident that the project was in good hands. ' –Cover looks great. Brilliant designer.' –Marc James Léger, editor, *Culture and Contestation in the New Century*

'I enjoyed working with Intellect. The team has been most professional throughout the publication process Excellent communication, consultation and support throughout; good liaison within the process of publication, high levels of professionalism and clear marketing strategy. It has been a pleasure to work Intellect. ' –Judith Rugg, co-editor, *Spatialities*

'I will be recommending Intellect to other academics! Thank you for a great experience!' – Katrina Sark, author, *Berliner Chic*

'Good communication; good support; relaxed atmosphere; open to ideas.' –Lydia Papadimitriou and Yannis Tzioumakis, co-editors, *Greek Cinema*

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