Index

- adoptables, 11–12, 147
- agents, 50–3
  - approaching publishers, see commissioning, reactive

- Bassnett, Susan, 23, 117–18
- Bolker, Jean, 123
- budgets, 67–9

- channels to market, 14
- checking, 88–90. See also proofreading

- Coakley, Jay, 100–4
- co-authorship, 126–8
  - collaboration, see co-authorship; editing, of volumes
- collections, editing of, see editing, of volumes
- commissioning
  - proactive, 28–31
  - reactive, 31–9
  - See also editors, commissioning concepts, 85–6

- content origination, 126–32. See also drafting
- context, provision of, 87–8
- contracts, 41–50, 163–4

- Cook, Claire Kehrwald, 82–3
- copyright, see rights
- cross-over books, 12–13, 147

- design, 141–4
- Dick, Frank, 100–4
- digitalisation, 24–7
- discourse structure, 87
- drafting, 70–2

- editing
  - checking, 88–90. See also proofreading

- of volumes, 128–33
  - See also editors; redrafting editions, 15–53
- editors
  - commissioning editors, 132–3.
  - See also commissioning
  - copy-editors, 136–7
  - development editors, 136

- electronic publishing, see digitalisation

- figures, 104–6

- genres, 8–14

- Germano, William, 113, 115, 116

- grammar, 82, 116–17, 168. See also Cook,
  Claire Kehrwald; sentences

- grids, planning, 64–8

- income, see remuneration
- incubation, 59–61
- indexing, 139–41

- ladder of authorship, 29–30
- lexis, 86
- literary agents, see agents

- marketing, 144–9
  - See also marketing; pitches; publishers;
  - publishing
- mazes, 74–7, 78–9
- monographs, 10–11, 146–7
  - in relation to dissertations, 108–18
- markets for, 23–4, 108–9, 117–18

- motivation, 3–8

- negotiation of contracts, 44–50
- networking, see commissioning, proactive
<table>
<thead>
<tr>
<th>Index</th>
<th>175</th>
</tr>
</thead>
<tbody>
<tr>
<td>rights income from, see remuneration in contracts, 42, 45–6 royalties, see remuneration Russell, Bertrand, 13, 94–6, 99</td>
<td></td>
</tr>
<tr>
<td>sentences 82, 86–7. See also budgets; grammar; paragraph openings sheepdogs, 77–80 structure, for discourse, see discourse structure for texts, see planning of monographs and dissertations compared, 109–16 student guide, see adoptables style, 116–17, 167–8 style guides, 90 See also Cook, Claire Kehrwald; editing; grammar; lexis; sentences; tone syntax, see sentences</td>
<td></td>
</tr>
<tr>
<td>tables, 104–6 technology, see digitalisation textbooks, see adoptables text processors, 132–41 Thomas, Liz, 96–9 Thompson, John, 19, 23 tone, 99–104 trade books, see cross-over books typesetting, 137–8</td>
<td></td>
</tr>
<tr>
<td>university presses, see publishers, provenance of word budgets, see budgets</td>
<td></td>
</tr>
<tr>
<td>Zerubavel, E., 121–2</td>
<td></td>
</tr>
<tr>
<td>notes, 106–7 use of in this book, xv–xvi origination of content, see content origination paragraph openings, 94–9 peer review, 133–6 person, grammatical, 116–17 pitches, 35–9 guidelines, 156–7 sample, 158–62 planning texts, 61–9 preparation, 69–70 presentation, 90–1 proofreading, 138–9. See also checking proposals, see pitches publishers, 32, 33–4 approaching, see commissioning, reactive functions of, 26–7 provenance of, 17–21 selection of, 33–5 size, 15–17, 20–1 See also publishing publishing industry, 21–7, 32 strategies, 32–3 See also publishers questions, diagnostic, 85–8 readings, see adoptables redrafting, 80–8, 167 reference works, 9–10, 146 remuneration, 3–6, 43, 48, 50–1 review, peer, see peer review Richards, I. A., 99</td>
<td></td>
</tr>
</tbody>
</table>