

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
 markets, 23–4, 108–9, 117–18, 146–7.
 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

- 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
- itches, 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
- rights
 income from, *see* remuneration
 in contracts, 42, 45–6
 royalties, *see* remuneration
 Russell, Bertrand, 13, 94–6, 99
- 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
- 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
- university presses, *see* publishers,
 provenance of
- word budgets, *see* budgets
- Zerubavel, E., 121–2