



Author Guide

Part I Contract to Delivery

Welcome to Berg!

We hope that you will have a positive experience working with Berg. This introduction offers a step-by-step guide to the process up to delivery of your final manuscript. At this delivery stage you will be given another guide which will explain forthcoming procedures up to publication, so you know what to expect.

www.bergpublishers.com

THE PROCESS FROM CONTRACT TO DELIVERY OF YOUR MANUSCRIPT

Before you begin preparing your manuscript for delivery, please read this guide, and the HOUSE STYLE GUIDELINES, which are designed to help smooth the editorial and production processes. These documents cover everything you need to know manuscript preparation, permissions, disk preparation, illustrations and artwork, notes and references and suggestions for volume editors.

General

- *Delivery Date:* The first delivery date of your manuscript will be agreed with your Commissioning Editor and stated in the contract. We need to know of any delays you encounter as early as possible so we can agree a new date. It is vital we work from correct schedules to organise the production and promotion of your book.
- *Note on Artwork and Images:* The number of images in your book are agreed and final at contract stage. It is vital this remains a firm number as we estimate our pricing, print runs and press type on this basis, making any changes problematic.
- *Cover Design:* Emily Medcalf (emedcalf@bergpublishers.com) will contact you about the cover for your book at the appropriate time, as the sales cycle for your book begins before you have completed the manuscript. We will come up with a rough cover design to use for catalogues and publicity material announcing the book 15 months in advance of publication. This is the key selling point for your book. Your input in finding an appropriate image is crucial since you know your subject matter better than anyone else. Please note, Berg do not cover permission costs for cover images so it is advisable to use images which are not licensed and which are royalty-free to minimise your expense. Once an image has been chosen and agreed with Berg it is your responsibility to obtain worldwide print and electronic (on-line web) permission.
- *Permissions:* It is important that permission from the copyright owner is obtained for any text or images used. Substantial extracts of text (over 400 words) used in a critical context or any usage of copyrighted poems, letters, lyrics or recipes must have formal written permission granted. This applies equally to images and artwork such as photographs, maps, line drawings etc. We will need photocopies of your written permission grants from the copyright owner, together with your manuscript on delivery. We can supply standard permissions letter templates to send to copyright holders.

Delivery Prior to Peer Review(s)

- When you initially submit the manuscript, your Commissioning Editor will normally solicit one or more anonymous Peer Reviews (unless the full manuscript was read at proposal stage).
- The Peer Review process takes approximately 6-10 weeks.
- The word count and number of illustrations are checked at this stage to ensure that you are in line with your contracted length; if not, the manuscript may be returned to you for editing. It is not essential that you supply final artwork at this stage, but photocopies are useful for reviewers to see.
- The Reader's Report is forwarded to you for a response and revisions should be negotiated with your Commissioning Editor.
- Any outstanding issues regarding word count or illustrations must be finalized by this stage.
- Amendments made to the manuscript and a firm date will be agreed for final submission with your Commissioning Editor.

Delivery of the Final Manuscript for Production

- Post peer review, you will make the final changes to the manuscript and by this stage will have cleared all the permissions. You will submit one double-spaced hard copy of the manuscript as well as a disk copy along with the final artwork.
- For the artwork, please be sure to supply high resolution (min 300 dpi or above) scans electronically.
- You will also submit photocopies of all permissions needed for text and images.
- Your manuscript now enters Production (process takes approximately 9 months).
- Your production contact will be in touch regarding scheduling, copy editing queries, proofs, etc.

WHAT WE NEED FROM YOU

We need as much information from you as possible throughout each stage of the publishing process to ensure a successful working partnership. Just as we will keep you informed of our schedules, we will need information about *your* schedule. Crucially, Authors and Editors are responsible for keeping Berg informed of any likely delays in submission as far in advance as possible. If you are unlikely to be available for a week or more during the production process, for example, please let us know right away. This will impact on us as we work to extremely tight schedules.

FAQs

I have questions about the contract.

Contact your Commissioning Editor.

Can I change the submission date of my manuscript?

As long as your book has not been advertised in any catalogue, we can re-negotiate the submission date of the manuscript. Please keep us aware of any delays you might have since these impact on our production and sales schedules. Contact your Commissioning Editor.

I have a question about word count.

Keeping to the contracted word count is crucial since we have based our production estimates and retail sales price on this. If you are running into difficulty keeping to the contracted word count, please let us know ASAP. Contact your Commissioning Editor.

Can my title be amended?

Titles can be tricky, and we want one that works for all but most importantly will appeal to the market. If your book has been advertised in a catalogue, your final title will have already been approved and cannot be changed. This is because it has entered all the major bibliographic services internationally, with sales being generated. If your title has not been advertised, please let us know your concerns ASAP and suggested alternative titles. Contact your Commissioning Editor.

I have a question about artwork.

Contact your Commissioning Editor. If you have questions about the specifications required for images, please contact Ken Bruce, Production Manager (kbruce@bergpublishers.com).

I have an idea for the cover image.

Please contact Emily Medcalf (emedcalf@bergpublishers.com).

I have a question about permissions.

Contact your Commissioning Editor.

I am having trouble following the style guidelines.

The major thing to emphasize is consistency. If you prefer not to use the author-date system, for example, because you prefer another recognized notation system, this is acceptable as long as all your references are consistent and you alert us to the system you choose. For edited collections, the same style should be used for each essay, and the volume editor is responsible for this. If you have more detailed queries, please contact Ken Bruce, Production Manager (kbruce@bergpublishers.com).

How long will it take to produce the final book?

We allow approximately 13-15 months from the initial submission of the complete manuscript to the published book. This may vary depending on if a Reader's Report is needed and the extent of revisions called for in your Reader's Report. If you have specific concerns about the publication date (RAE, conference, etc) please contact your Commissioning Editor as soon as possible.

Who can I inform about an upcoming conference, media interview, lecture etc?

Our marketing department are keen to hear about such events. Please contact the appropriate member of the marketing team as listed below.

What if I want to order a Berg book at my author discount?

Please contact Emily Medcalf (emedcalf@bergpublishers.com).

Can I use an essay, extract or chapter from my book freely in another publication?

This depends on your particular contract, what is being used, where it is being reprinted, by and for whom. Copyright law is serious and binding. Efforts towards obtaining permission must be undertaken and it is the author's responsibility. Berg needs to know of all such instances. For help and advice please contact Terry Fisher, tfisher@bergpublishers.com.

WHO'S WHO AT BERG

EDITORIAL

KATHRYN EARLE

Managing Director, kearle@bergpublishers.com

- Kathryn came to Berg in 1993. She engineered Berg's management buy-out in 2002.

TRISTAN PALMER

Editorial Director, tpalmer@bergpublishers.com

- Tristan oversees the books programme, having joined Berg in 2003. He has worked at Routledge, Wiley, Athlone and Continuum.
- Contact for: Design, Interior Design, Cultural / Media Studies, Film, Visual Culture, Fashion, Anthropology.

JULIA HALL

Senior Commissioning Editor, jhall@bergpublishers.com

- Julia joined Berg in 2007. Previously she worked for Sage.
- Contact for: Textiles, Fashion Design, Food.
- Julia also oversees Berg's journal programme.

SALES AND MARKETING

VERUSCHKA SELBACH

Head of Sales & Marketing, vselbach@bergpublishers.com

- Veruschka joined Berg in 2004, moving to Oxford from Cape Town, where she worked as the Marketing Manager for OUP.
- Oversees all sales and marketing globally, working with sales reps, distributors, major accounts, the direct marketing programme, website and advertising.
- Marketing of the reference book list.
- Manages translation rights.

CORINA KAPINOS

Assistant Sales and Marketing Manager, ckapinos@bergpublishers.com

- Corina joined Berg in 2004.
- Oversees all journals sales, marketing, distribution and customer service.
- Marketing of the anthropology book list.

JENNIFER COTTRILL

Sales and Marketing Executive, jcottrill@bergpublishers.com

- Jennifer joined Berg in 2006.
- Oversees conferences, events, textbook marketing and adoptions.
- Marketing of the fashion, textiles, visual culture, art and design, cultural and media studies and film book lists.

EMILY MEDCALF

Sales and Marketing Executive, emedcalf@bergpublishers.com

- Emily joined Berg as an intern in 2005 and is now Sales and Marketing Assistant.
- Oversees all cover designs.
- Co-ordination of all sales, bookshop, stock and catalogue queries, author discount orders.
- Marketing of the food, history and sport book lists.

PRODUCTION

KEN BRUCE

Head of Production, kbruce@bergpublishers.com

- Ken joined Berg in 2003, having worked at Elsevier, Carfax and Blackwell Publishing.
- All production matters including copyediting, typesetting, design, proofing, print buying.

IAN CRITCHLEY

Senior Production Editor, icritchley@bergpublishers.com

- Ian came to Berg in 2001, after working for the VSO in Zambia. His publishing career includes working as a desk editor at Routledge.
 - Any production queries, please contact in Ken's absence.
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SYSTEMS AND E-PUBLISHING

FANNY THÉPOT

Systems Manager, fthepot@bergpublishers.com

- Fanny came to Berg in 2004, after working for the French Foreign Office and the European Commission.
 - Website, electronic initiatives, e-publishing programme.
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ACCOUNTS AND ROYALTIES

TERRY FISHER

Accounts Manager, tfisher@bergpublishers.com

- Terry joined Berg in 2006.
- Enquiries relating to royalties or invoices.
- Enquiries relating to Reprint Permissions.