



Purpose

This document is designed to ensure consistent and correct use of grammar and style in all materials produced by the marketing communications department, including print, online, and email campaigns. It also should provide clear direction on the proper use of Addison-Wesley, Benjamin Cummings, and Prentice Hall product names in all print pieces.

Scope

These standards apply to all print and online projects created by the marketing communications (MC²) department of Pearson Arts & Sciences.

Audience

In-house copywriters, marketing managers, and editors, as well as freelance writers working for or on behalf of Pearson Arts & Sciences (Math, Economics, and Science)

Project Procedures

Style Guide

For style issues and standards beyond those in the guidelines of this manual, MC² follows the rules contained in the *Chicago Manual of Style, Fifteenth Edition* and *Merriam-Webster's Collegiate Dictionary, Tenth Edition*.

Brochures

The Marcom Specialist/Copywriter should complete the SMP (Sales Manual Page) copy and finalize it (or as close to final as possible) prior to beginning the brochure copy. The SMP will then be used as the basis for brochure copy. Descriptions of products should be pulled directly from the SMP for branding, accuracy, and consistency.

Routing to the Team

SMP copy and brochure copy should be routed three times to the appropriate team members such as the editorial assistant, project editor, marketing manager, and executive editor in the order that works best for the team. The following is an example of how one team has chosen to route the copy most effectively:

From MC² → Project Editor → Editorial Assistant → Marketing Manager → Executive Editor → Back to MC².

- **Project Editor:** needs to spend careful time with the piece to make sure all key information is included and accurate.
- **Editorial Assistant:** should double-check that all supplements are listed and that all ISBNs are included and are correct.
- **Marketing Manager:** should focus on making sure the piece speaks strongly to our customers.
- **Executive Editor:** should look at the piece with both editorial and marketing in mind to see that the whole story is distinctive and clear.

Electronic Routing Instructions*

Sample email message for routing copy:

Subject line of email message: <state as call to action, e.g., Need your review of v1 copy for "project name">

Hi <Name of Team>,

Attached is v1 of copy for <name of project>. Please review and make your changes/edits using Word® Track Changes. Please note there are a few front cover headline suggestions, so be sure to indicate your preference.

When done, please forward to the next person and cc: me as the copy routes. Feel free to vary the suggested routing order depending on your availability and schedules:

Betsy >> to Sandy by <EOD day, date>

Sandy >> to Neena by <EOD day, date>

Neena >> return to <Copywriter> by <EOD day, date>

Include the instructions below for someone new or not familiar with Word Track Changes:

MC² Guidelines for Making and Tracking Changes to Marketing Copy:

Open the document in Word.

If not already selected, click the “track changes” button in your menu bar. The button should turn dark gray when selected.

Check the options in the “Show” feature and make sure Comments, Insertions and Deletions, and Formatting are all selected.

After completing your review and marking the copy, leave your changes showing. Do not select “Accept Changes” or the edits and deletions will not be visible to other reviewers.

Route to the next person on the team. See the suggested routing order.

When sending to the next team member, remember to cc: the MC² person who began the routing. This action allows us to track a project’s progress.

* Refer to the MC² routing guide in the Design Standards & Procedures section for our step-by-step routing procedures.

General Style Rules: Commonly Used Terms

Please use the style below:

- **1-semester** (hyphenated as an adjective):
San Francisco
- **one-semester** (hyphenated as an adjective): *Boston*
- **3-D** (not “3D”): *San Francisco*
3D (not “3-D”): *Boston*
- **Addison-Wesley** (always hyphenated unless it breaks a line)
- **Benjamin Cummings** Not Benjamin/Cummings or Benjamin Cummings Publishing.
- **Biannually, bimonthly, biweekly** (not hyphenated)
- **Books à la Carte**
- **by** (always lowercase with an author’s name, such as “by Karen Timberlake”)
- **Companion Website** (capitalize when treated as a product name such as Health: The Basics, 7e Companion Website).
- **CD-ROM** (always hyphenated, all caps, unless product name dictates otherwise)
- **cross-platform** (hyphenated as an adjective)
- **crossover** (not “cross-over”)
- **DVD**
- **DVT**
- **disc** (refers to videodisc or compact disc; floppy disk refers to diskette)
- **email** (not “e-mail”): both SF+BOS
- **e-book** (or E-book as a product name such as A&P Premium with E-book for Human Anatomy & Physiology; Biology and Economics use eText and eBook)
- **flashcards** (one word)
- **gradebook** (one word)
- **hardcover** (one word)
- **Internet** (always capitalized)

- **Interactive Physiology**® 10-System Suite (IP-10)
- **intranet** (lowercased)
- **JPEG** (always uppercase, and never “JPG”)
- **more than** (not “over”)
- **online** (not “on-line” or “on line”; this word is treated differently in the product name BiologyLabs On-Liner)
- **P-copy**
- **pre-tests** (not “pretests”; however, use PreTest as a proper noun to identify the common feature in Addison-Wesley math texts)
- **problem-solving** (hyphenated as an adjective, such as “problem-solving strategies”)
- **problem solving** (as a noun, such as “tips on problem solving”)
- **pull-down menu** (not “drop-down menu” or “drop-down box”)
- **real-world** (hyphenated as an adjective)
- **sales representative** (lower case)
- **Self Review** (not hyphenated when referring to the section of PAL™)
- **stand-alone** (uppercase the “S” when part of a product name, some disciplines, like E&F and dev. math omit the hyphen)
- **test bank** (not “testbank”; however, Test Bank when part of proper name such as “Test Bank for Human Biology”)
- **videos** (not videotapes)
- **Volume 1** (or if must be abbreviated: Vol. 1)
- **web links** (not “weblinks”)
- **website** (not “web site”): lower case unless proper name such as The Astronomy Place Website

Product Names: Trademark and Registration Usage

Please note the trademark or register marks that go with the following product names. Be sure to give close attention to the specific spelling and capitalization for each product name. For marketing copy (brochures, promo pieces, and back cover copy) only include the ® and ™ mark on the first or most prominent occurrence of the product name (refer to Chicago, section 8.162) or at the copywriter’s/designer’s discretion.

PRODUCT NAMES REQUIRING TRADEMARK OR REGISTRATION MARK

ACE™	iBiology™
Achieving Chemistry Excellence™	Interactive Figures™
ActivPhysics OnLine™	Interactive Physiology®
Adobe® Acrobat®	JMP®
Adobe® Reader™	Make Learning Part of the Grade™
A.D.A.M.®	Maple™
Anatomy 360 ^o ™	MasteringAstronomy™
Apple®	MasteringBiology™
BioFlix™	MasteringChemistry™
The Chemistry Place™	MasteringPhysics™
CourseCompass™	Mac,® Macintosh®
Data Desk®	Macromedia®
Excel®	MathXL®
Flash™	Mathematica®
Get Ready for A&P™	MATLAB®
Google Earth™	MCAT®
GRE®	Microsoft®

Microsoft® Word (but Excel®, PowerPoint®)	The Physics Place™ Website
Minitab®	PhysioEx™
myA&P™	Physlet®
mybiology™	Practice Anatomy Lab™
MyEconLab®	Quizmaster®
MyFitnessLab™	Research Navigator™
MyGeosciencePlace™	SAS®
MyHealthLab®	SPSS®
MyMathLab®	STATDISK®
MyMicrobiologyPlace™	TestGen®
MyNutritionLab®	Virtual Anatomy Lab™
MyStatLab™	WebAssign®
OS X®	WeBWorK®
PAL™ 2.0	Windows®
PowerPoint®	

PRODUCT NAMES NOT REQUIRING TRADEMARK OR REGISTER MARK

ActivStats	Personal Response Systems [previously referred to as H-ITT and EduCue PRS]
Adjunct Genie	MyDietAnalysis (™ pending)
BiologyLabs On-Line	myenvironmentplace (™ pending)
BIOPAC activity (all cap when used as an adjective); Biopac Learning Systems, Inc. (cap and lowercase when stating the company name)	PHP
Blackboard	PRS
DDXL	Rand McNally
EvaluEat software	SkyGazer
GEODE	SMARTHINKING, Inc.
Goode's World Atlas	WebCT
InterAct Math	XSL
Interactive Physics	XSLT
	XHTML
	XML

- **Full list of Apple Trademarks** <http://www.apple.com/legal/trademark/appletmlist.html>
- **Full list of Adobe Trademarks** <http://www.adobe.com/misc/trademarks.html> (scroll to the bottom to download the PDF of the full list)
- **Full list of Microsoft Trademarks** <http://www.microsoft.com/mscorp/ip/trademarks>

Additional Guidelines

Course Management Copy

When including copy on course management options, please use the following URLs:

- www.pearsonhighered.com/coursecompass
- www.pearsonhighered.com/blackboard
- www.pearsonhighered.com/webct

Marketing Language: use of the word ‘free’

Never use the word ‘free’ in copy. The following alternatives may be helpful:

- “Packaged with the text at no additional charge.”
- “Included with the text.”
- “Packaged with the text.”
- “5 bonus items included with the text.”

In general, it may be beneficial to stress “no additional charge” when referring to an exciting supplement that carries a lot of value for the professor or student. This will help convey that they are receiving a great deal with textbook purchase. Otherwise it is sufficient to say “included with” or “packaged with.”

Copyright Line on MC² Projects

The following copyright information in the format shown below should appear all MC² print pieces. It is normally placed on the mailing panel under the tagline in small type. Remember also to insert the soy ink and recycled paper logos.

On Benjamin Cummings projects:

© 2008 Pearson Education, Inc., publishing as Benjamin Cummings. All rights reserved.
Printed in the U.S.A. B09_691/0408

On Addison-Wesley projects:

© 2008 Pearson Education, Inc., publishing as Addison-Wesley. All rights reserved.
Printed in the U.S.A. A09_446/0808

On Prentice Hall projects:

© 2008 Pearson Education, Inc., publishing as Prentice Hall. All rights reserved.
Printed in the U.S.A. A09_232/0808

The information after U.S.A. indicates the MC² project number separated from the month and year using a forward-slash (/). A two-number format is used to show the month and year.

Capitalization Guidelines

Disciplines: Lowercase generic references to disciplines. Capitalize them when they appear as acronyms.

Example: The premier teaching resource for anatomy & physiology instructors

Example: The premier teaching resource for A&P instructors

Headlines and subheads: On short “title” headlines and subheads, capitalize each word (except for small words such as “in,” “of,” “for,” etc.). In a full headline (with subject and verb), capitalize only the first word of the headline or subhead (except if a proper name is included).

Example (title headline): Instructor Supplements

Example (full headline): Introducing the newest flavor in personal health textbooks

Hyphenated words: If a hyphenated word is used in a product title, capitalize only the first part of the hyphenated word.

Example: Stand-alone WebCT Student Access Code Card for Biology

“Web”: Capitalize only if referring to the World Wide Web; otherwise, this word should be lowercase. “Website,” if used generically, is lowercased (see below).

“Website”: Only uppercase if part of a product name (e.g., Companion Website).

General Punctuation Guidelines

Ampersands: Use ampersands for the following:

- anatomy & physiology (or A&P)
- health & kinesiology (or H&K)
- physics & astronomy

CD-ROM: Always hyphenate and capitalize, and always include “ROM” unless product name dictates otherwise (Pass the Test CD).

Commas: Always use serial commas.

Example: “discussions of measures, measurement, data collection, and sampling.”

Other Assorted Word Issues

Book titles in print: Always bold and italicized; edition is bold but not italicized. Note: First Edition texts do not need the phrase “First Edition.”

Example: ***Anatomy & Physiology, Second Edition***

Example: ***Introduction to Botany***

Book titles on the Web: Always bold and not italicized; edition shown as a numeral.

Example: **Anatomy & Physiology, 2/e**

Example: **Introduction to Botany, 1/e**

Compound words and use of hyphens: Use a hyphen to join compound words that indicate the two words are functioning together as an adjective. For example, “problem-solving” as an adjective versus “problem solving” as a noun.

Example (as adjective): The guide will help students improve their problem-solving skills.

Example (as noun): The text has an intuitive approach to problem solving.

Course Management Technologies: Do not list ISBNs in catalog copy for stand-alone course management systems (e.g., WebCT, Blackboard, and CourseCompass™).

Datalines: Use the following format:

Sample Book Title, Fifth Edition

by author’s first and last name, additional author, and additional author

or: AuthorLast • AuthorLast • AuthorLast (if more than 2)

© 2008 • 1175 pages • Binding Info

ISBN-13: xxx-x-xxx-xxxxx-x • ISBN-10: x-xxx-xxxxx-x

- There is a space between the © and the year. Ensure that this standard is applied consistently.
- Note that we have been instructed to continue listing both 13- and 10-digit ISBNs until further notification.

ISBN hyphen placement: The following examples show the correct placement of hyphens for each imprint’s ISBN. If uncertain of a book’s original imprint, this Library of Congress Website will show the correct placement used on a book’s copyright page: <http://pcn.loc.gov/isbncnvt.html>

AW and BC ISBNs:

10-Digit: 0-8053-9393-5

13-Digit: 978-0-8053-9393-4

10-Digit: 0-321-50021-0

13-Digit: 978-0-321-50021-2

PH ISBNs:

10-Digit: 0-13-225437-9

13-Digit: 978-0-13-225437-3

Instructor: Not “Instructor’s.” Do not use an apostrophe to indicate an instructor version

Example: Instructor Manual or Instructor Solutions Manual

Laboratory manual titles: Bold, but never italicized.

Example: **Laboratory Manual for Anatomy & Physiology**

Mailing Panel: the indicia (the printed postage stamp) should say “PRSRT STD”

myeBook: Only the “B” is capitalized. The standard description is:

myeBook gives students access to the text when and wherever they have access to the Internet. myeBook pages look exactly like the printed text, offering powerful new functionality for students and instructors. Users can create notes, highlight text in different colors, create book marks, zoom, click hyperlinked words and phrases to view definitions, view in single-page or two-page view. myeBook also links students to associated media files, enabling them to view an animation as they read the text.

Instructors can share their notes and highlights with students and can also hide chapters that they do not want their students to read.

myeBook offers a full-text search and the ability to save and export notes.

NEW! Show the word “NEW” in all caps with an exclamation point when placed at the beginning of the feature or product name.

Numbers: Spell out whole numbers below 10; use numerals when discussing millions (e.g., 4 million readers).

Reviewer quotations: On the line after the quotation, use an em dash followed by the reviewer’s name, comma, and reviewer’s affiliation. The reviewer’s affiliation should be italicized.

Example:

“I like [Abel/Bernanke/Croushore] for its nice mix of theory and practical applications....

The applications always support the theory and at the right time.”

—James Fackler, *University of Kentucky*

Software titles: Bold, but never italicized (with the exception of Interactive Physiology®, which is always bold and italicized).

Example: **PhysioEx™ v8.0**

Student: Not “Student’s.” Do not use an apostrophe to indicate a student version

Example: Student Manual or Student Study Guide

URLs: see Web addresses below.

Versions: A product’s version number should be identified with a lowercase “v” followed immediately by the version number.

Example: **PhysioEx™ v8.0**

Web addresses: Only include http:// at the beginning of a URL if the URL does not include www. Never underline URLs. In practice, it is worthwhile to make the URL bold or a different color to differentiate it from the rest of the text. Avoid ending a sentence with a URL since punctuation must be precise. If it is necessary to place at the end of a sentence, do not use a period.

Example: For more information, visit <http://cms.aw.com/coursecompass>

Proofreaders' Marks

The list below includes commonly used proofreader marks used in making copy edits and changes to documents. This list is from *The Chicago Manual of Style, Fourteenth Edition*.

OPERATIONAL SIGNS		TYPOGRAPHICAL SIGNS	
	Delete	<i>ital</i>	Set in italic type
	Close up; delete space	<i>rom</i>	Set in roman type
	Delete and close up (use only when deleting letters <i>within</i> a word)	<i>bf</i>	Set in boldface type
<i>stet</i>	Let it stand	<i>lc</i>	Set in lowercase
#	Insert space	<i>caps</i>	Set in capital letters
<i>eq #</i>	Make space between words equal; make space between lines equal	<i>sc</i>	Set in small capitals
<i>hr #</i>	Insert hair space	<i>wf</i>	Wrong font; set in correct type
<i>ls</i>	Letterspace	X	Check type image; remove blemish
¶	Begin new paragraph	✓	Insert here <i>or</i> make superscript
□	Indent type one em from left or right	∧	Insert here <i>or</i> make subscript
⌋	Move right	PUNCTUATION MARKS	
⌈	Move left	∧	Insert comma
⌋⌈	Center	∩	Insert apostrophe <i>or</i> single quotation mark
⌈	Move up	“ ”	Insert quotation marks
⌋	Move down	⊙	Insert period
<i>fl</i>	Flush left	⊙ ?	Insert question mark
<i>fr</i>	Flush right	;	Insert semicolon
==	Straighten type; align horizontally	∩ or ∪	Insert colon
	Align vertically	=	Insert hyphen
<i>tr</i>	Transpose	<i>M</i>	Insert em dash
Ⓢ	Spell out	<i>N</i>	Insert en dash
		€ for ()	Insert parentheses

Web Copy Standards

Web Capitalization Guidelines

Title Heads and Subheads:

Uppercase all words (except “in,” “of,” “for,” etc.).

Example: **General Adjunct & Higher Ed**

Sentence Heads and Subheads:

In longer, sentence-like heads and subheads (with subject and verb), uppercase only the first word, plus any proper names.

Example: **Take advantage of these top-notch resources for your biology course**

Email Forms:

For form headers, uppercase all words (except “in,” “of,” “for,” etc.).

Example: **Your Contact Information**

For email field names, uppercase only the first letter.

Example: **Your message:**

Buttons:

Uppercase all words (except “in,” “of,” “for,” etc.).

Example: **Submit Your Question**

Book titles on the Web: Always bold and not italicized; edition shown as a numeral.

Example: **Anatomy & Physiology, 2/e**

Example: **Introduction to Botany, 1/e**

Web Copy General Rules

- Avoid italics for book titles on the website.
- Avoid use of “Email a Friend” promotional element on any website.

Copy Requirements for Print Pieces

Brochures

Main brochures typically include the following features:

- Cover image
- Dataline (title, edition, author(s), ISBNs, copyright date, page count, binding, date available)
- Headline (A-head) on every page
- Complete list of supplements (for instructors and students)
- A business reply card (these are not included on international “polish-off” versions)
- Table of contents
- BRC with “call to action”
- **Online BRCs** provide an alternative way for instructors to request an exam copy of a book, while reducing mailing costs for Pearson. Most print promo pieces include a call to action, sending people to the online BRC.
 - When writing the copy, the copywriter should email the:
 - Production Coordinator to request creation of the online BRC.
 - Webmaster to confirm the URL that will be routed in the copy.

- This request should include the project name and number, plus the URL since these are based on the database project number and follow the format of these samples:
 - Boston: Math/Econ—www.pearsonhighered.com/brc/a08558
 - USR or San Francisco: Science—www.pearsonhighered.com/brc/b08339
- The Webmaster will confirm the URL for the online BRC.
- In rare instances, a team may decide to omit both conventional and online BRCs, but these cases are exceptions and should be noted in the follow-up memos from the planning meeting.
- All design comps should also be routed to the Webmaster for final confirmation and approval of URLs before a project goes to press.
- Mailing panel
 - Tagline
 - Copyright line containing the following copy:

On Science projects:
© 2008 Pearson Education, Inc., publishing as <Imprint Name>.
All rights reserved. Printed in the U.S.A. B09_691/0408

On Math/Economics projects:
© 2008 Pearson Education, Inc., publishing as <Imprint Name>.
All rights reserved. Printed in the U.S.A. A09_446/0808

Beneath the copyright line, a code listing the project number and the month and year the project was completed.

On Science projects:

Example: B09_691/0408

On Math/Economics projects:

Example: A09_446/0808

Postcard “Calls to Action”

Three different “calls to action” appear each postcard and are part of the design template; however, the copywriter must provide the correct copy as part of the postcard copy for the designer to use:

- The URL for the online BRC is provided and confirmed by the Webmaster prior to the copy being routed or sent to design. This call to action appears on the left portion of the mailing panel side of the postcard:
 - To order an exam copy, go to www.pearsonhighered.com/brc/xxxxxx (see above for online BRC format and procedures)
- The two calls to action below appear on the right portion of the mailing side below the address area, normally in a colored bar:
 - For more information, visit our online catalog at www.pearsonhighered.com/discipline (see page 11 of Online Standards & Procedures for correct URLs by discipline)
 - Contact your Pearson representative at www.pearsonhighered.com/replocator

Brochures for International Distribution/Polish-offs

For international brochures, the BRC is removed, and the indicia and address on the mailing panel are polished off. This is noted with the international quantity on the PO and marked on the proof provided by the printer. MC² does not provide separate files or versions for this purpose, as the printer handles creating the polish-offs.

Business Reply Cards (BRCs)

BRCs use boilerplate body copy, but they should always include the following customized text as well:

- Complete book title, edition, author(s), ISBNs, and course code(s)

Yes! I'd like to review the best solution for my ecology course.

Ecology: The Experimental Analysis of Distribution and Abundance, Sixth Edition by Charles J. Krebs
ISBN-13: 978-0-321-50743-3
ISBN-10: 0-321-50743-6
MB0602

Elements of Ecology, Seventh Edition by Thomas M. Smith and Robert Leo Smith
ISBN-13: 978-0-321-55957-9
ISBN-10: 0-321-55957-6
MB0602

Ecology on Campus by Robert Kingsolver
© 2006 • 480 pages • Paper
ISBN-13: 978-0-8053-8214-3
ISBN-10: 0-8053-8214-3
MB0602

Also available for your ecology lab course:

An online version of this form is available here:
www.pearsonhighered.com/brc/b08509

Sales Manual Pages

Sections of a typical sales manual page include:

- **Title Code**
- **Priority Level**

Marketing managers use this formula to determine a title's priority level:
AAA = First-year sales of more than \$1.5 million
AA = First-year sales of \$1 million to \$1.5 million
A = First-year sales of \$500,000 to \$1 million
B = First-year sales of \$250,000 to \$500,000
C = First-year sales of less than \$250,000
- **Title**
- **Author(s)** (with affiliations)
- **Copyright date, page count, binding, ISBNs**
- **Appropriate Course(s)** (taken from course code(s))
- **Summary**
- **Features**
- **New to This Edition** (this section is not needed for First Editions)
- **Table of Contents**
- **Instructor Supplements**
- **Student Supplements**
- **Course Code(s)**
- **PIA Trade Code** (for Second Editions or later, use the same PIA code as the title's previous edition; for a First Edition, ask the marketing manager which PIA code to use or consult the PIA Code Listings link on HEPM)
- **PTG Copy**

Sales Manual Page (SMP) Development/Approval Procedure

SMP copy is drafted by an MC² copywriter after the book's editorial launch is held. The SMP must be started before its marketing launch and be completed before the promo planning meeting.

- SMP copy is routed to each book team two to three times before being entered into HEPM.
- Changes to product information such as title, author names and affiliations, pub dates, copyright year, binding, page counts, course codes, and disciplines are not the responsibility of MC². MC² contacts the team's HEPM administrator and editorial group to request these types of corrections.
- Once the SMP copy is approved, MC² enters it into the HEPM.
- MC² then routes PDF copies of the HED-EZ Print and Family Listing to the teams for final approval.
- When the HED-EZ Print and Family Listing are returned, MC² makes corrections in HEPM and Web-OKs the copy.
- If corrections to product information (such as title, author names and affiliations, pub dates, copyright year, binding, page counts, course codes, and disciplines) have not been completed, MC² photocopies the HED-EZ Print and Family Listing and highlights needed changes. This is given to each hub's HEPM administrators for completion.
- Now, the SMP copy is ready to be Web-OK.
- Web-OK takes place two weeks prior to scheduled feed dates from HEPM to Socrates and the eCatalog.
- PLEASE NOTE: As brochure copy routes to teams, MC² makes corrections and changes to the table of contents, features, and supplements in the HEPM. It is the responsibility of Marketing Managers and Product Teams to check the eCatalog and make sure everything is current before the live Web Catalog feed date.

Elements of an SMP

Basic Approach

- The first sentence or two of the basic approach should be similar to the 25-word sell that some Marketing Managers write. The 25-word sell conveys what a sales rep would tell professor about the book when in the prof's office with only one minute of time.
- Use the basic approach from the previous edition of the book as your starting point.
- Create the new edition's basic approach (2–3 brief paragraphs) by pulling pertinent information from the editorial launch memo.

Features

- This list comes from the previous edition.
- The name of the feature or the aspect of the feature to be emphasized is bolded.
- New to This Edition features from the previous edition should be moved to this features list since they are no longer new.

New to This Edition

- This list comes from the launch memo and from notes taken at the launch meeting.
- The name of the feature or the aspect of the feature to be emphasized is bolded. Complete sentences are used to describe each feature.

Contents

- If not listed in editorial launch memo, use the table of contents from previous edition, but add a note saying the table of contents does not reflect updates to the new edition and ask the editorial team to update the contents. Highlight this note in yellow using Microsoft Word.

Supplements

- The new edition's supplements should reflect the list from the previous edition's Summary Page, plus add all new supplements listed in the editorial launch memo.
- Provide a description for each supplement by using what is provided in the editorial launch memo. If no description is provided, pick up the description from the previous edition's HED-EZ Print information. Click on each supplement's name to see if a description exists that you can pick up.
- Also include generic supplements that were listed in the previous edition.

Back Cover Copy

Back cover copy is primarily aimed at students, not instructors, and typically includes:

- Saleable supplement descriptions and resources to drive additional post-sale revenue
- Brief description of the text
- List of key features
- If author or cover are interesting, add information “about the author” or “about the cover”
- Boilerplate customer-service copy for AW/BC/PH:
 - Please visit us at www.pearsonhighered.com for more information. To order any of our products, contact our customer service department at (800) 824-7799, or (201) 767-5021 outside of the U.S., or visit your campus bookstore.
 - [show imprint logo]
www.pearsonhighered.com
 - [show ISBNs and bar code]

PTG Copy

Professional Trade Group (PTG) sales manual copy is typically adapted from sales manual copy, but the copy is aimed at general consumers as opposed to instructors or students. References to “students” should be changed to “readers,” and references to “instructors” should be deleted.

It is difficult to create PTG copy with an unapproved SMP, so it is better to complete the SMP first, though this may not always be possible.

PTG copy is entered in the Short Retail Description field of the HEPM and feeds the Professional Trade Group catalog and most retail online catalogs. As a result, PTG copy must be submitted six months before the books' pub date to be available for ALL available channels.

PTG copy should include:

- Author(s), title, and ISBN
- Key benefit (a general description of the book; do not refer to the book as a “text”)
- Key topics (usually just a list of A-heads from the book's table of contents)
- Market description (a one-sentence description referring to the general topic of the book. Example: “For all readers interested in learning the basics of recreational dance.”)

Contact Information: Professional Trade Group

Marcy Leif
Sales & Mktg Systems Support Manager
(201) 236-7124
Marcy.Leif@pearson.com

SmartMail Guidelines

For information on other types of email marketing messages, in addition to SmartMail, please see page 18–19 of the Online Section.

Key Contacts

1. Schedule and inquiries: Lesly Hershman, Lesly.Hershman@pearson.com or (770) 431-7993
2. Other SmartMail inquiries: Jackie Hilliard, SmartMail Coordinator, (201) 236-7295
3. High-level inquiries: Seth Reichlin, VP Market Research, (201) 236-7298

SmartMails are email messages sent to instructors for the following types of announcements:

- A title has published and/or will publish soon
- A promotion value pack for a specific title
- A class test/test site is set up
- An online tour and/or super catalog page for a specific title
- Upcoming workshops, marketing forums, and events
- An author interview is posted to the website
- Upcoming contest

Scheduling

At the beginning of every season (August and January/February), Lesly Hershman contacts the Marketing Managers to define email campaign needs for the season, along with desired transmission dates.

Routing

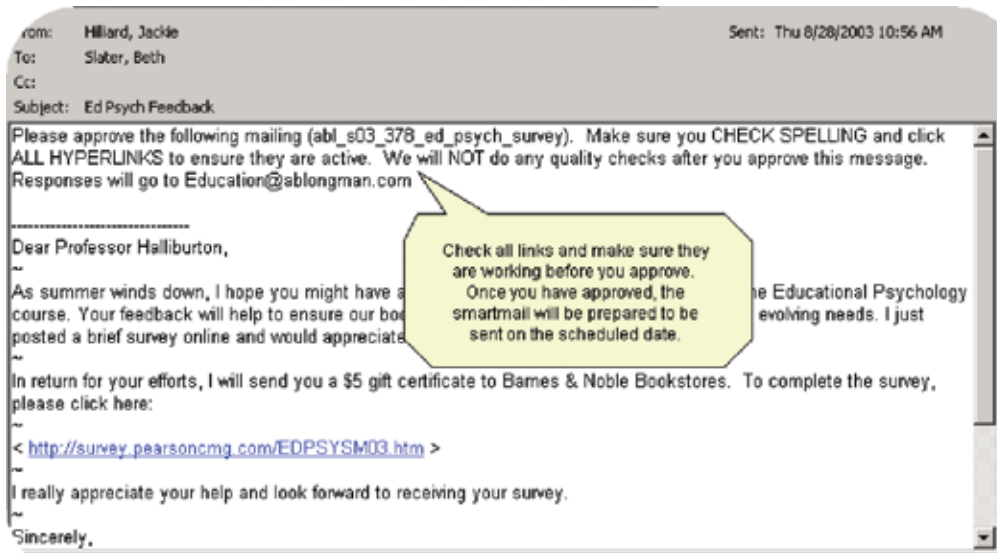
SmartMails are routed to all designated/necessary team members identified by the Marketing Manager. We use the same routing procedures indicated for brochure copy development. All copy must be approved and FINAL before submitting it on the SmartMail request spreadsheet.

Approvals

Here are the specific instructions from the “SmartMail Coordinator Training Guide”:

All departmental approvals need to be completed before copy is loaded into the spreadsheet.

- Approval request will be emailed to our Campaign Coordinator. (see sample below)
- Only the Campaign Coordinator (our Webmaster) will be approving copy at this stage. Do not send approvals to Marketing Managers.
- Changes to the copy should be minor and must be noted in red along with any explanation in the return message.
- Changes will be made and another approval will be sent to the coordinator.
- The message will not be emailed until SmartMail has received an email approval for each mailing.
- Indicate on the return email that you give your approval for the mailing to be released.



SmartMail Checklist

Use the following checklist before sending your final SmartMail copy to the SmartMail coordinator.

1. Begin copy with Dear Professor \$LAST_NAME:
2. All the URLs must start with http://
3. Enclose URL in brackets with spaces (like this: < URL >)
4. Use the tilde ~ on a separate line to indicate an empty line (e.g., after the greeting or between paragraphs) rather than line breaks or paragraph returns.
5. If listing more than one course code or ISBN, separate them with commas.
6. The subject line must not be more any more than 64 characters including spaces.
7. Do not place parentheses around the \$REP_EMAIL (the server will do automatically).
8. When setting up a product link, please use this URL: <http://www.pearsonhighered.com/productpage/?ISBN=> it is shorter and looks better.
9. Use exclamation points sparingly!
10. SmartMail must be signed by an individual who is named in the copy, and not by a team.
11. Finish your SmartMail copy with: If you wish to change your email preferences from Addison-Wesley, Benjamin Cummings, or Prentice Hall, please click here: < [http://survey.pearsoncmg.com/EMAILAWBC.htm?em=\\$EMAIL_ADDR](http://survey.pearsoncmg.com/EMAILAWBC.htm?em=$EMAIL_ADDR) >

(See “SmartMail Coordinator Training Guide” for more detailed information.)

Processing

The Webmaster will check the following:

- The links are correct and working
- The standard variables are really working
- ISBNs, titles, and authors are accurate
- The building address and the opt out line are in the message
- The Webmaster will send the SmartMail to her personal account and from her personal account back to AW to check that it is going through the spam filter.

SmartMails can take up to five business days to fully process. No individual can receive more than one mailing every 10 days across all Pearson Education.

Choosing List Types

ISBN Sampled

- Sampled professors
- Past 180 days (default)
- Make sure you use the sampled ISBN (ex: AIE edition)

Book in Use

- Use Pearson ISBNs or competitor ISBNs
- Book in Use data from Socrates
- Use main title & package ISBNs

Course Code

- Professors course coded in Socrates
- Can be filtered to minimum adoption size (Place min. size in Special Instructions)
- Can be filtered to 2-year or 4-year schools

Rollover

- Adopters list
- Need both the sampled ISBNs and the adopted ISBNs

Follow-up Sampling

- Feature not working—use ISBN Sampled option above

Adopter

- List created from getting schools that adopted a book and cross-referencing it with professors who were sampled the book
- Need both the sampled ISBNs and the adopted ISBNs

Outside List (not Socrates)

- Send list under separate cover to “SmartMail, Request” (Request.SmartMail@Pearson.com)
- List must be in comma-separated format
- Fields must be in this order:
 - Email, First Name, Last Name

List Types	Columns to Use	Information to Provide
ISBN Sampled	Sampling ISBNs	Sampled ISBNs
Book in Use	Adopted ISBNs	Adopted ISBNs: Pearson and/or Competitor
Course Code	Course Codes	Course Codes
Rollover	Sampled ISBNs & Adopted ISBNs	ISBNs of Previous edition: Sampled Adopted
Follow up Sampling	Feature not working—use ISBN Sampled option	N/A
Adopter	Sampled ISBNs and Adopted ISBNs	ISBNs of text: Sampled Adopted
Outside list not Socrates	Email list to “SmartMail, Request”	N/A

Approved SmartMail Samples

SmartMail Sample—Announcing New Title

TO: MC0601

Subject Line: Engel/Reid’s Physical Chemistry has published!

Dear Professor \$LAST_NAME,

Physical Chemistry is a groundbreaking new text that is already creating a buzz. With the goal of giving students a strong understanding of core concepts rather than covering a wide variety of topics in modest detail, Thomas Engel and Philip Reid focus the text on central ideas that extend to a variety of problems. Their careful development of fundamental concepts provides students with a solid foundation in physical chemistry.

This new text is available in two formats—a comprehensive text and text splits. The comprehensive text, physical Chemistry, is organized for “thermo first” courses, while the two splits, Quantum Chemistry and Spectroscopy and Thermodynamics, Statistical Thermodynamics and Kinetics are organized for “quantum first” courses. The choice is yours.

A four-color design, modern applications drawn from biology, environmental science, and material science, coverage of cutting-edge research and new developments in the field, and a wealth of rich media assets uniquely position this book as the next step in the evolution of Physical Chemistry texts.

For more details on Physical Chemistry go to:

< <http://www.aw-bc.com/catalog/academic/product/0,1144,080533842X,00.html> >.

To learn more about Quantum Chemistry and Spectroscopy go to:

< <http://www.aw-bc.com/catalog/academic/product/0,1144,0805338438,00.html> >.

To learn more about Thermodynamics, Statistical Thermodynamics and Kinetics go to:

< <http://www.aw-bc.com/catalog/academic/product/0,1144,0805338446,00.html> >.

For questions, feel free to contact your from Addison-Wesley & Benjamin Cummings sales representative at \$REP_EMAIL

Sincerely,
Scott Dustan
Executive Marketing Manager
Benjamin Cummings
1301 Sansome Street
San Francisco, CA 94111

If you wish to change your email preferences from Addison-Wesley & Benjamin Cummings, please click here: < [http://survey.pearsoncmg.com/EMAILAWBC.htm?em=\\$EMAIL_ADDR](http://survey.pearsoncmg.com/EMAILAWBC.htm?em=$EMAIL_ADDR)>

SmartMail Sample—Complete a Survey

TO: Course Codes XXXX

Subject: Feedback requested on Watson's Molecular Biology of the Gene

Dear Professor \$LAST_NAME,

We are hoping to collect your opinions and feedback to better structure the content and organization of information presented in the 5th edition of Watson's Molecular Biology of the Gene. It is our goal to get a sense of how we might better formulate this textbook and the information it presents to better serve your course and teaching methods.

I just posted a survey online, and would love to receive your response. To complete the survey, click here:

< <http://survey.pearsoncmg.com/WATSONS5.htm>>

This link will take you to the survey, which should require about 8 minutes to complete.

Once finished, your name will be entered into a drawing to win one of 3 \$100.00 amazon.com gift certificates.

Thank you in advance for your help—I look forward to receiving your survey.

Sincerely,

Josh Frost
Research & Development
Benjamin Cummings Publishers
1301 Sansome Street
San Francisco, CA 94111

If you wish to change your email preferences from Addison-Wesley & Benjamin Cummings, please click here: < [http://survey.pearsoncmg.com/EMAILAWBC.htm?em=\\$EMAIL_ADDR](http://survey.pearsoncmg.com/EMAILAWBC.htm?em=$EMAIL_ADDR)>

SmartMail Sample—Attend a Focus Group

TO: Course Codes XXXXXX

Subject: Be part of a focus group for developing our organic chemistry textbook

Dear Professor \$LAST_NAME,

We would like to invite you to a moderated focus group on March 15 in San Diego, CA. This is scheduled to coincide with the ACS, and will be in walking distance, but you do not need to be attending the ACS to join the group.

We are currently developing an organic chemistry textbook that we believe will be a more pedagogically effective learning tool for students. We would like to discuss the role of mechanisms and functional groups in teaching the breadth of organic reactions to students. We would also like to discuss where your students struggle most in the course, and what publishers can do to

help. We will discuss these questions in concert with a chapter of manuscript from the text we are developing, which I will send to you in advance of the meeting.

The focus group will be held from 12:00–2:00 p.m. on Tuesday March 15th. Lunch will be provided, and we will offer an honorarium of \$100 for your time. Size is limited, so please RSVP as soon as possible to josh.frost@aw.com.

Do not hesitate to let me know if you have any questions regarding this focus group or our text in development. I look forward to hearing from you soon!

Cheers,

Josh Frost
Market Development Manager
Benjamin Cummings
1301 Sansome Street
San Francisco, CA 94111
(415) 402-2316

SmartMail Sample—Attend an Event

To: Instructors with the following course codes: MB0209 MB0301 MB0302 MB0315 MB0101 MB0103 MB0102 MB0112 MB0702 MB0701 MB0618 MB0616 MB0602 MB0202 MB0210 MB0203 MB0212 MB0216.

Subject: Science Teaching Workshop, Saturday, April 16th, 2005

Dear Professor \$LAST_NAME,

You are cordially invited to attend a free Strategies for Success Science Teaching Workshop at Prince George's Community College, Largo Main Campus, on Saturday, April 16, 2005. This workshop will provide an opportunity for science education professionals to come together, discuss innovative teaching strategies, hear about practical tools and resources in informative presentations, and benefit from each other's experiences.

Session topics for this workshop will include Leveraging Constructivism into Chemistry, Low Tech Options to Foster Critical Thinking in Non-Science Majors, Periodic Table of Comic Books (Chemistry), Ten Ways to Turn Teaching Frustrations into Learning Opportunities, Exploring the Human Genome Project, Using Structure/Function Relationships to Stimulate Critical Thinking, Bioterrorism: A Microbiologist's Perspective, Online Course Management: WebCT, BlackBoard, CourseCompass, and Using Technology to Enliven Biology, as well as several hands-on workshops featuring cutting-edge online laboratory programs and innovative course management tools.

Benjamin Cummings will provide a free continental breakfast, box lunch, and afternoon snack for all attendees.

To view a detailed agenda and register online, please visit < <http://www.aw-bc.com/events/strategies/> > and select April 16th: Largo.

We hope you will be able to join us at this free workshop, and we look forward to meeting you!

Sincerely,

Alexa Mayers
Strategies for Success
Pearson Education/Benjamin Cummings
1301 Sansome Street
San Francisco, CA 94111

If you wish to be removed from future mailings from Addison-Wesley & Benjamin Cummings, please click here: < [http://survey.pearsoncmg.com/EMAILAWBC.htm?em=\\$EMAIL_ADDR](http://survey.pearsoncmg.com/EMAILAWBC.htm?em=$EMAIL_ADDR) >

SmartMail Sample—MyHealthLab Contest:

Subject line: Take a sneak preview of MyHealthLab.

Dear Professor \$LAST_NAME:

Take a sneak preview of MyHealthLab and qualify to win a DVD player from Benjamin Cummings.

Tell us what you think about the new MyHealthLab website and qualify to win a limited supply of DVD players. Just take a short online tour of the site and answer four simple questions based on what you see. We'll enter your name in a drawing and announce the winners at AAHPERD in Chicago (April 12–16, 2005). You needn't be present to win. Winners will be posted on the MyHealthLab website by May 1, 2005.

To enter, follow these easy steps.

1. Go to <http://www.aw-bc.com/mhlcontest> and click on the “Go To Contest” button.
2. Click on the MyHealthLab “Preview” button and watch the video.
3. Answer the four questions, fill in your contact information, and click “Submit.”

To be eligible, you must submit your entry by April 1, 2005.

For questions, feel free to contact your local publishers representative at \$REP_EMAIL

Regards, Neena Bali
Marketing Manager, Health & Kinesiology
Benjamin Cummings
1301 Sansome Street
San Francisco, CA 94111

If you wish to change your email preferences from Addison-Wesley & Benjamin Cummings, please click here:

< [http://survey.pearsoncmg.com/EMAILAWBC.htm?em=\\$EMAIL_ADDR](http://survey.pearsoncmg.com/EMAILAWBC.htm?em=$EMAIL_ADDR) >

Glossary of Pearson Acronyms and Abbreviations

This glossary lists common abbreviations that are use around our publishing offices, with brief definitions. Many things listed here refer to departments, systems, or other terminology that are specific to Pearson; others are terms used in publishing or the business world in general that often come up around our offices as well.

(Additional information about many terms appears on the Production KnowledgeBase at <http://kb.pearsoned.com/webx?14@518.MJAEaCN7bYZ.38@.4a966674.>)

GLOSSARY

AWHE Addison-Wesley Higher Education	CM Content Management
BBD Bound book date	CMG Central Media Group
BDS Book data sheet	CMYK Cyan Magenta Yellow Black (standard process ink colors in 4-color printing)
BOM Bill of materials [manufacturing/inventory]	CPL Conditional Processing Language [composition]
CD-ROM Compact Disk Read-Only Memory	CRY Copyright year
CES Cost-Estimating System	CTG Core Technology Group
CHET Career Health Education Technology [division of PH]	CTS Cost-tracking system
CIF Contract Information Form	CW Companion website
CIP Cataloging in Publication	DPC Demand Production Center

DRS Disability Request Server

DTD Document Type Definition

ee's Employees [HR]

EIC Editor-in-Chief

EIS Early in-stock

ELT English Language Training

EMA Europe, Middle East, and Africa

EMM Electronic manuscript mark-up

EOC End-of-chapter

ESM Engineering, Science, and Mathematics [division of PH]

ETM Electronic text mark-up

F&Gs Folded and gathered signatures

FPO For position only

FT Financial Times

FTP File transfer protocol

GL General ledger [accounting]

GM Gold master

GMC Gold master candidate

HEAP Higher Education Application Portal

HEPM Higher Education Product Master

HIP Higher Education, International, and Professional

HIP GP&M HIP Global Production and Manufacturing

HIPML HIP Mark-up Language

HTML Hypertext Mark-up Language

IMS Inventory-management system

IRC Image Resource Center; Instructor Resource Center

IRCD Instructor's Resource CD

ISBN International Standard Book Number

IT Information Technology

KWD Key Website Document

LOE Life of the edition

NASTA National Association of School Textbook Administrators

NSM National Sales Meeting

NYP Not yet published

OP Out of print [inventory]

P&L Profit and loss

PAL Pearson Asset Library

PCC Pearson Custom Choices

PCP Pearson Custom Publishing

PCS Publishing Control System

PDF Portable document format

PDR Product detail report [photo permissions summary for project]

PEAR Pearson Education Advanced Repository [systems]

PHHE Prentice Hall Higher Education

PIC Pearson Imaging Center

PIE Pearson International Edition

PIMS Production Information Management System [new production database]

PMDS Pearson Metadata Standards

PPB Paper, printing, and binding

PPS Publishing Planning System [editorial financial planning]

PSR

PTG Professional Trade Group or Pearson Technology Group

QA Quality assurance

RGB Red Green Blue

SAP German company name for accounting software

SMS Subscription Management System [website access]

SMT Supplier Management Team

SOX Sarbanes-Oxley

TAPIR The Advanced Production Information Resource [production database system]

TK To come

TMR Title maintenance request

TOC Table of contents

TOP Term of project

UI User interface

UOPS Universal Order Processing System

URL Uniform Resource Locator

USR Upper Saddle River, NJ [location of PH and Pearson office]

VARC Visual Asset Resource Center

VPS Video Production Services

WFH Work for hire
WIP Work in progress
WPS Web Publishing System
WTS Windows Terminal Server
XML Extensible Mark-up Language

APPENDIX: SPECIAL CATEGORIES

Inventory terms found in UOPS

AOD Available on demand
ARP Automatic replenishment
TU Temporarily unavailable
NAB Not available for billing
ROP Run out of print
ROS Run out of stock
WNR Will not reprint

NOP Not our printing
OSI Out of stock indefinitely
NYP Not yet published
AS Available for sale
RIP Reprint in progress
OP Out of print
BO Back ordered

Proofreading Quick Reference Guide

The following applies to all communications, including drafts that you route informally for a second opinion. Following these guidelines will result in more accurate, clean, and consistent work.

Rules of Thumb
Timing. Try not to start proofing a project at the end of the day. Aim to do your proofreading as early in the day as possible, or early in the afternoon after lunch.
Breaks. If possible, break your proofreading into manageable pieces. If you're proofing something for more than 20 minutes, get up and take a short break.
Standard proofing marks. Almost everyone develops a little "shorthand" for proofing when we've worked together for a while. Please remember to use the standard proofing marks found in your binder for all changes, corrections, and typos.
Print the document. Proofread hard copy rather than on a computer screen.
Don't proof for every type of mistake at once —do one proof for spelling, another for missing/additional spaces, consistency of word usage, font sizes, etc.
Read it aloud and silently. Place a ruler under each line as you read it. This will give your eyes a manageable amount of text to read. Point with your finger to read one word at a time.
Keep a list of your most common errors (or those of the writers you are proofing) and proof for those on separate "trips."
Use editor's flags. Put #s in the document where reviewers need to pay special attention, or next to items that need to be double-checked before the final proof print. Do a final search for all # flags and remove them.
If proofreading for other's input, use pencil so your marks can be erased if not applicable.

MC² Proofreading Checklist

NOTE: Items are listed as part of a given stage but should be applied and checked at every stage of proofreading.

Break the content into manageable portions.

- Read through once for comprehension; then read a second time, breaking content into smaller pieces and focusing on individual words and elements. Create a system that ensures you have thoroughly checked each type of copy and information, including its formatting.
- Once you've read each small section for meaning and checked the items listed below, perform a backwards read, using small sections.
 - Begin at the end and work backwards through the document paragraph by paragraph or even line by line. This will force you to look at the surface elements rather than the meaning of the document.
 - Read it backwards to focus on the spelling of words, omitted words, missing punctuation, and other problems we miss when reading for meaning.

Review overall content accuracy.

Examples:

- Descriptive information on product
- Supplement names and descriptions
- Items that are specific to each product or discipline, such as how a team writes eBook vs. e-book; or 3D vs. 3-D, and URL references (remember: get MC²-generated URL approval from Anna and have her verify before routing to the team)

Check product data against the HEPM or other source document.

Date and initial after checking the following:

- Title/subtitle
- Dataline (copyright year, ISBNs, page count, and binding)
- Author names and affiliations

Proofread for standard misspellings and errors.

- What document are you checking against? You should have all of the following in hand when proofreading:
 - Original copy submitted to the designer as a Microsoft® Word document
 - Previously marked-up hard copy with team and other edits
 - PDF edits submitted via email by offsite staff
 - Other source document such as the book preface
- Grammar and usage: Use spell check in Microsoft Word before it goes to the designer

Additional elements to check:

- Is the hierarchy correct?
- Does each panel have a headline? Does each subsection have a heading?
- Is any headline too long or missing words?
- Does a panel or section have or require intro copy?
- Does each sample have a caption?
- Does the copy match the dummy layout?

- Are special terms that are repeated used the same way throughout
- Is each dataline in the correct order? Formatted correctly and consistently?
- Does every new edition and feature have “NEW!” preceding it?
- Consistency (particularly if an item appears multiple times, and especially if a change has been made to such an item)
- In a bulleted list, is the sentence structure consistent? Are they punctuated the same (with periods or without)?
- Are necessary logos present and correct?
- Is there a mailing panel?
 - Is there a tagline?
 - Does it include the correct indicia and permit number for its hub?
 - Is there a return address?
 - Is the copyright line included?
- BRC:
 - Is there a call to action at the top?
 - Check standard info next to each check box for exam copies. This should include the book cover image and title, edition, author(s), ISBNs, and course code(s). See page 11 for example.
 - If an online BRC is referenced, is the URL accurate? (Be sure to coordinate this with our Webmaster and Production Coordinators.)
- Check the copyright line (printed in U.S.A., season, job #, etc.). See page 5 of this section for examples.

MC² Review Process

Copy v1 (before copy is delivered to designer)

- Follow all the steps listed in the MC² Proofreading Checklist.

Design Comp (before the design routes to the product teams)

- The copywriter should work with the designer to ensure that the copy fits. Make any text edits to improve the overall concept, design, and consistency.
- The designer should ensure all MC² standards are followed for formatting text and that there is no missing information and/or elements.
- The designer should use spellcheck after everything is designed and formatted to ensure accuracy.
- The designer should read the copy to ensure the copy is meaningful and goes with the image being shown.

Design v1 (first round to team)

After internal route to MC², Design Comp v1 will route to the team. When returned to MC², the copywriter and/or production coordinator should handle the following:

- Compile all edits from hard copy, email messages, and PDFs into one document.
- Resolve conflicts, if any. If a question is posed, find the answer. Here are some avenues for resolving issues:
 - Check with MC² team members first, such as Copywriter Supervisor or other internal expert.

- Then, go to editors/media producers/Marketing Manager for answers.
- Finally, when a difference of opinions must be resolved and we can't figure out the best answer, the Marketing Manager should make the call.

Once the designer makes all the changes listed on v1, the copywriter should:

- Check to make sure all changes have been made correctly.
- Use the internal routing checklist above to make sure all information is accurate.

When v2 is ready to route to the team, include v1 for the team's reference. Be sure to list on the routing slip (and/or in the routing email message) if changes were not made and why.

Design v2 (second round to team)

When v2 is returned to MC², v1 should be with it, and the copywriter and/or production coordinator should:

- Compile all edits from hard copy, email messages, and PDFs into one document.
- Resolve conflicts, if any. If a question is posed, find the answer. Refer to v1 for some avenues for resolving issues:

Once the designer makes all the changes listed on v2, the copywriter should:

- Check to make sure all changes have been made correctly.
- Use the internal routing checklist above to make sure all information is accurate.

Design vf (final route to team)

When vf is returned to MC², v2 should be with it, and the the copywriter and/or production coordinator should:

- Compile all edits from hard copy, email messages, and PDFs into one document.
- Resolve conflicts, if any. If a question is posed, find the answer. Refer to v1 for some avenues for resolving issues:

Once the designer makes all the changes listed on vf, the copywriter should:

- Check to make sure all changes have been correctly made.
- Use the internal routing checklist above to make sure all information is accurate.

Final version (ready to go on press)

- When the designer has incorporated all the changes from the team's last round, the copywriter has this final chance to review before the job goes on press. The copywriter should:
 - Make sure all changes have been made.
 - Continue to use the internal routing checklist to ensure accuracy. This checklist remains important because errors can be caused each time the file is opened and handled. Rather than assuming that what was checked in v1 or v2 is still accurate, approach each version (especially this one going on press) as a new document requiring a careful review. Use v1 or v2 where you confirmed ISBNs, spelling of names and affiliations, and other facts, making sure these items are correct in the final version.
 - Resolve any conflicts or questions posed by the team.
- The designer/production coordinator follows the checklist for Prepress Guidelines.