

Institute of Medical Business Advisors, Inc.

AUTHOR'S FORMAT AND STYLE SPEC SHEET

RE: Textbook chapter preparation specs

MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS

[New-Wave Success Strategies for Savvy Doctors]



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Dear Contributing Author,

Many thanks for agreeing to write a chapter for our new textbook. I am sure you will find it a gratifying experience that will also promote your subject matter expertise in a deep and credible fashion to our more than 600,000 readers.

Now, crafting a multi-authored text is always a challenge regarding the achievement of a similar “look and feel” throughout the entire book. So, please adhere to the following specs as you prepare your chapter:

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1. Use New Times Roman, 12 point font, in third-person, prose style.
2. Use only upper case and lower case characters, bold and underline [4 types].
3. Single space and do not indent or use colored fonts [B&W only].
4. Use current references; not footnotes; include alphabetized additional readings.
5. Include mini case-models, examples and/or case studies to the extent possible.
6. You may use figures, charts and graphs etc., to break up the verbiage.
7. It is OK to be new-wave, controversial and/or “thought-leader” like with facts.
8. Be risk management orientated and medically specific.

An example file, for style and format, is attached.

I am available for queries.

Fraternally,

Ann

Ann Miller RN MHA

[Project Manager]



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