



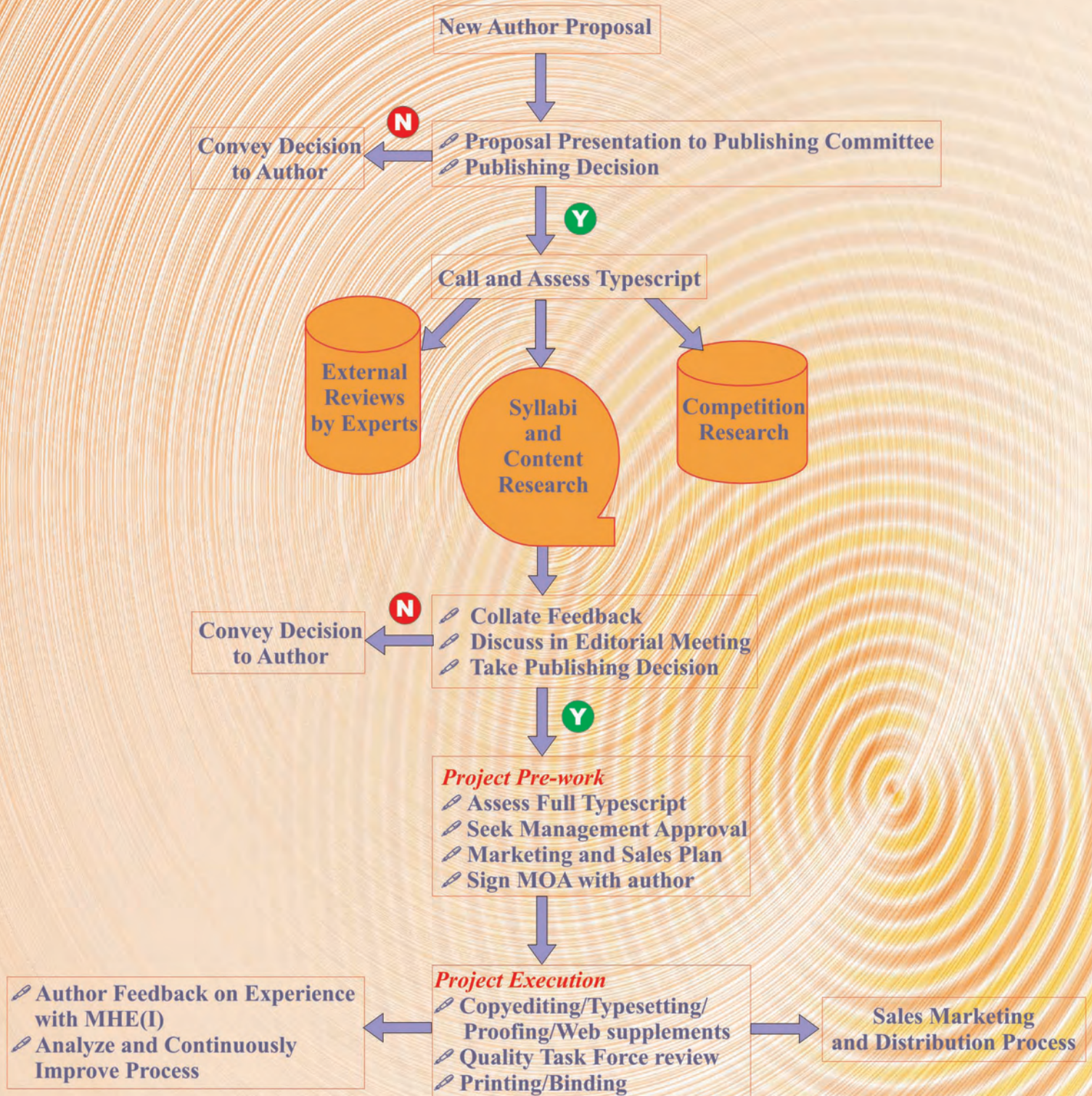
The Publishing Process

McGraw-Hill Education India



The Publishing Process

Working with you, for you



Our Team works with You to put together a Tailored Package.

Preliminary call for the typescript

Your role as an author begins when you need to submit the preliminary typescript (TS) to us. Before doing so, we request you to go through the following points listed below.

- ✍ You must send one, or preferably two copies, of the TS, if in hardcopy form. You can send the chapters through electronic mail to your editor.
- ✍ It is essential that you retain at least one copy of the TS with you.
- ✍ At this stage, line drawings only need to be sent and not final artworks.
- ✍ Halftones only need to be mentioned where appropriate but need not be sent.
- ✍ The CD-ROM is not required at this stage.
- ✍ Please send the TS through a reliable courier or registered mail.
- ✍ Please check whether any copyrighted material has been used or not, and obtain necessary permissions.

Discussion after reviews

Once the project has been reviewed, you might need to change or re-write some portions of the script, if it is deemed necessary. Your editor will intimate you about the detailed comments of the reviewers and the changes, if any, that need to be made. The editor will also evaluate your replies on points where you might have disagreed with the review comments. If need be, a quick re-look and overview with the original reviewers is done again.

Call for the final typescript

Once the final publishing decision has been taken, we would require you to send us the final typescript. Here are the guidelines which you would need to follow before sending us the final typescript:

- ✍ We do not accept handwritten manuscripts. All expenses incurred for development of the TS are to the author's account.
- ✍ You can provide a word-processed TS. Please mention the software (version) used for word processing.

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- ✍ By requirement, we need one hard copy of the TS in double-spaced typing, and one soft copy on a CD-ROM.
- ✍ The hard copy and the CD-ROM of the TS should be absolutely the same.
- ✍ You must retain a copy of the TS with you.
- ✍ Paginate the TS throughout, and not chapterwise.
- ✍ Use A4 size paper.
- ✍ Leave left and right margins of at least 2.5 cm, and top and bottom margins of at least 2 inches.
- ✍ Late additions to the text must be presented in a separate sheet of paper with clear indications as to where to insert them.
- ✍ The *Bibliography/References* must be complete and must correspond to the citations in the text.
- ✍ Make sure that you comply with copyright laws if you are including such material in your TS.
- ✍ Give a complete list of halftones, illustrations and tables. Also give clear instructions to ensure their correct placement in the text.
- ✍ Give a complete list of important formulae, important abbreviations and important symbols used in the TS.
- ✍ For more information on how to key in your TS, you may visit [Http://www.tatamcgrawhill.com/author/GuidelineForTypeScript.pdf](http://www.tatamcgrawhill.com/author/GuidelineForTypeScript.pdf)

Proofreading

Once the typescript has been edited and typeset to a style, we shall send you the first set of proofs. Only the first proofs will be sent to you, and any additions/deletions by default will be carried out only from the first proof. You will also need to highlight the index entries in the proof at this stage. In certain cases, we might send you the final set of proofs for checking, if it is deemed necessary in the interests of the project. The preface, dedication, foreword, acknowledgements and Visual Walkthrough plan (if required) also need to be submitted by you along with the checked first proofs.

In case of any queries, please clarify with the sponsor or the editorial services personnel.

Choosing to Work with McGraw-Hill gains you our Unique Service Guarantee.

The quality check

After you have checked the proofs and sent them back to us, we carry out all the corrections, additions and deletions. If needed, we might send you a fresh set of proofs for your final approval.

Once we receive your consent, and the final proofs are ready, it's time for a quality check. The Quality Task Force, which involves the Project-In-Charge, the Copyeditor and the Sponsor get down to checking each and every feature like the prelims, author names and affiliations, pagination, folios, art program, index, appendices, special features and the cost framework of the project. At McGraw-Hill Education, we ensure that zero-defect proofs go to press in totality.

The print-and-bind order

The production department raises the Process Order for printing and binding after the Quality Task Force meeting. This specifies the dates for receipt of printed forms by the bindery and the date of receipt of advance copies from the bindery. The bindery then submits advance copies of the bound books to the production department, where the head of production checks the binding for 'total quality' and approves the sample in a standard format. The bindery will proceed further with binding only after it receives the approval or a letter indicating quality improvements.

After approval, the advance copies are sent to the MD, the sponsor, the marketing manager and the warehouse. The sponsor will then send the bound book to you with a letter.

Publication of the book

The production department sends the list of books to be published in the following month with all product details and price to the promotion department. The promotion department then announces all titles to be available that month.

The sponsor then sends a comp request to the marketing department for balance author copies that need to be sent to the author. The sales plan is implemented after this.

Finally, the Managing Director sends you a letter announcing the availability of the book.

McGraw-Hill Education India Advantage

- ✍ Rigorous Book Proposal Form (BPF) covering content, market, price and competition.*
- ✍ Detailed evaluation of BPF*
- ✍ Dedicated Sponsoring Editor assumes full responsibility for project and is the single-point contact for authors*
- ✍ Dedicated Marketing Manager assumes full responsibility for New Book Information, Tabbing Guides and other Sales Training Tools*
- ✍ Seniormost MHE staff, including MD attends Evaluation Meet*
- ✍ Clear-cut decision process*
- ✍ Data and knowledge based decision to ensure project success*
- ✍ Extensive and thorough research*
- ✍ Expert panel of reviewers*
- ✍ Anonymity of author ensured*
- ✍ Value addition to improve a product and ensure sales success*
- ✍ Thorough and time-tested project management*

Publishing with Distinction and Rendering Excellent Author Care.

McGraw-Hill Education India Advantage

Benefits to our Authors

Access to

- ✍ **World-Class Publishing Systems**
- ✍ **US and other International Markets**

Opportunity to

- ✍ **Gain Global Exposure and Acceptance**
- ✍ **Influence International Course Curricula**
- ✍ **Financial Reward for time and effort through increased sales**

Our Publishing Model – IPDM

Integrated



Editorial / Sales / Marketing / Production
Work together with you to achieve goals

Product Development Model



Add value by way of Intensive Peer Review and Research

Global Publishing Opportunities. Editorial Excellence. Global Marketing and Sales.

*If you have a proposal to publish,
we invite you to contact our publishing heads.*

Vibha Mahajan

**Science, Engineering, Mathematics
and Technical / Vocational Education**

Biju Kumar

**Business and Economics, Humanities
and Social Sciences, and School**

R. Chandra Sekhar

Professional, Trade and Medical

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