

Become an ISA Author

WRITE A BOOK!

Questions and answers about publishing with ISA

What is ISA?

Founded in 1945, ISA – International Society of Automation is a leading, global, nonprofit organization that is setting the standard for automation by helping more than 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts the largest conference and exhibition for automation professionals in the Western Hemisphere. ISA is the founding sponsor of The Automation Federation.

What does ISA do?

- Sponsors conferences and exhibitions
- Trains and educates members
- Develops and publishes technical standards
- Publishes books, electronic media, and periodicals

What does ISA books publish?

ISA books bring you the most authoritative technical resources in automation. Relying on subject matter experts in the field to write and review books and electronic publications on current and emerging technologies and applications, we provide a variety of titles for engineers, technicians, management, and sales and marketing professionals.

Who edits and picks the books at ISA?

ISA staff of publishing professionals, which is governed by the ISA Publications Department and its committees of ISA members, who volunteer their time, energy, and expertise.

How can I help?

- Suggest a book!
 - ISA welcomes your ideas on any new developments or challenges you may face in the automation world.

- Review a book!
 - Many subject matter experts volunteer feedback on our books and help make sure they are technically accurate. Join our reviewer list.
- Write a book!
 - We offer you the chance to put your experience and expertise to work as an author or editor.

Why should I publish with ISA books?

A book with ISA can help your career, lead you in new directions, and provide a satisfying vehicle for your expertise and experience. By publishing with ISA, you gain high visibility in the automation world, you have access to an audience of professionals interested in your field of expertise, and you can draw on the resources, standards, and services that ISA offers as you research and write your book. We want new authors and we need new books. Why not join us?

Yes, but about what?

The first step in becoming an ISA author is straightforward: come up with an idea for a book that automation professionals will want — or need — to read. ISA is particularly interested in the following topics and areas:

<i>Industrial Computing</i>	<i>Measurement</i>
<i>Safety and Reliability</i>	<i>Maintenance</i>
<i>Reference/General Interest</i>	<i>Operation</i>
<i>Analytical and Environmental</i>	<i>Management</i>
<i>Implementing ISA Standards</i>	<i>Credentialing</i>
<i>Data Acquisitions</i>	<i>Productivity</i>
<i>Security</i>	
<i>Control System Theory, Technology, and Engineering</i>	
<i>Wireless</i>	

Obviously, these are general areas and your book will be about a specific subject in these areas. We will be happy to discuss it with you and help you narrow the topic into a feasible book.

I know my stuff, but is it a book?

Ask yourself these questions. If the answer is “yes” you may have the seeds of a book.

- *Have existing books been unable to supply information I need?*
- *Are there new developments existing books don't cover?*
- *Have other people been frustrated by the lack of information in the area?*
- *Do I know things no one has written about?*
- *Can I explain this stuff more clearly than anyone else?*

Could be! First, work up a proposal

- If you already have a manuscript, a proposal is not necessary, but you should consider the elements of a proposal anyway, before you send it to ISA Books.
- If you don't already have a manuscript, we can help you write it. But, first you need to develop a formal "book proposal" that will explain your ideas and your plans, so ISA Books can evaluate them for publication. You are the expert in the field and ISA Books will rely on that expertise for the content. The following information can help get you started or you can request our author questionnaire.

What is a book proposal?

- Title, author, and contact information
 - The book's proposed title and subtitle
 - Your name (and the names of co-authors, if any)
 - Mailing/shipping address, telephone, facsimile
 - Email address
- Scope
 - 100-300 word description that summarizes the book's scope and purpose
 - How is this book different from other books on the subject or new in the market or profession
 - It may help to think of the book as a tool. This statement of scope should answer the question, "What does this tool do?"
- Outline/Table of Contents
 - A detailed outline or descriptive table of contents that shows the way you plan to organize the information
 - Remember that it will be evaluated by reviewers with expertise in the subject, so the outline needs to be detailed enough to get across a sense of what makes your book different from other books.
- Market analysis
 - Provide as much detail as possible to allow reviewers to assess whether the market for the book justifies an ISA investment as well as the time commitment for you to write the manuscript
 - Include: Who will want the information in this book (e.g., technicians, managers, engineers, students)
 - Why is this book unique?
 - What other books might compete for sales?
- Technical qualifications

- Attach concise information about your qualifications to write on the subject
 - Include any information about your prior experience as an author
 - Include published articles or other writing samples, if available
- Production details
 - How many illustrations will be required? What kind? Do they already exist?
 - How many tables do you plan on using?
 - How many pages do you anticipate writing?
 - What percentage of the book will be illustrations?
 - Will permissions need to be obtained for illustrations, figures, and images?

What other hints should I consider as I develop my proposal?

Various kinds of books have different requirements, so you should probably consider the general intent of the book you propose writing. ISA Books considers the submissions of the following types of books:

- Self-study
 - General interest
 - Application-specific
- *About self-study books:*
These are fundamental self-paced books that can be used for individual or classroom instruction.
 - *About general interest books:*
This embraces a broad category, including reference books and books on applying ISA standards and current technologies. We seek a practical, application-oriented approach, applicability across a wide variety of industries and timely, relevant subjects
 - *About application-specific books*
These books are more specific in nature and are written to provide hands-on, practical, application-oriented information regarding the topical categories or domains listed above. These books bridge the gap between theory and application. They should include fundamentals, comprehensive analysis, measurement, control process, integration of systems, and functional applications. They offer relevant and timely subject matter that is more specific to an industry and/or application and are considered advanced references and resources. The book should include case studies, real-world examples, illustrations and analysis of successful and unsuccessful applications, problem-solving techniques, potential pitfalls, and other crucial insights into the topic.

What next?

Next, send it in! ISA's publishing team will be happy to discuss your proposal in advance, if you have questions. Otherwise, you can address it to ISA's Acquisitions Editor, at the address below.

ISA typically takes 1-2 months to evaluate a book or proposal. If your submission is judged to be marketable and technically relevant, ISA may offer you a royalty-based contract.

If I am offered a contract, what can I expect?

Your first job will be preparing a draft manuscript. Allow six to nine months. The ISA publishing team will provide assistance and access to reference materials during this stage. Your manuscript will need to conform to the requirements listed in the "Manuscript Guidelines" which will be provided once you have agreed to write the book. You will also be provided with an Author Checklist, which will assist you in assuring that you have completed all elements of the book.

For more information, contact:

Acquisitions Editor
Publishing Services
ISA
67 Alexander Drive, P.O. Box 12277
Research Triangle Park, NC 27709
Phone: 919-549-8411; Fax 919-549-8288
Email: info@isa.org

Format Guidelines for ISA Books

Standard Format (in order)

- **Title page**
- **Copyright**
- **Dedication** – written by author
- **Acknowledgments** – written by author
- **About the Author** – written by author
- **Table of Contents** – lists individual chapters and subheads. DO NOT hyperlink the Table of Contents (TOC) to any text, figure captions, etc. They are reformatted when typeset.
- **List of Figures/Tables** (optional) –if the book has several images
- **Preface** – written by author
- **Contributors** - list of multiple contributing writers
- **Foreword** (optional) – written by someone other than author
- **Introduction**
- **Chapters** – All figures, tables, and equations should be numbered to match chapter number.
- **Examples** (used in self-study books - optional) – completely solved problems within the text
- **References** – at end of each chapter, numbered
- **Exercises** (used in self-study books - optional) – at end of each chapter, numbered
- **Appendices** – as appropriate (general references, terms and abbreviations defined in the text, supplemental information, etc.) If a self-study, include solutions to all exercises as an appendix.
- **Index** – by keyword, an average 2-4 terms per manuscript page, prepared from words highlighted by Author on hardcopy of final manuscript (preferred) or on final page proofs. An index is a critical working tool for the reader and should be handled as such.
- **References and Bibliographies** – references and sources to materials relevant to the topic, as applicable.

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