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The Flying Publisher Guide to <Title>

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(If space is not sufficient here, move the editors to the
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Preface

This Microsoft Word document is a book template. Change the title, re-write the chapters, update the table of contents – and within weeks your book will be for sale on Amazon.com.

Whether you write about medicine or science, Flying Publisher's 'semi-free' publishing model will help spread your expertise. The strategy is simple: distribute the PDF to all, sell the print edition to a few. A free PDF is not only the fastest way to communicate your expertise to tens of thousands of readers, it is also the most powerful promotion for a book. Only a small fraction of your readers will buy the print edition; however, on a global scale, fractions translate into large numbers.

This template is the first in a series of Flying Publisher book templates created by [Amedeo's](#) chief designer [Attilio Baghino](#). Input your manuscripts into the template and watch them travel the world.

The Editors
Month Year

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optional: E-mail

Abbreviations (if needed)

AHA: autoimmune-
haemolytic
anaemia

Alb-IFN: albumin interferon

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1. Styles

Author(s)

This is the document that you will use to write a Flying Publisher Guide. Many elements of the guide are already in place, such as the first four pages, table of contents and index. Insert the names of the authors and the title of your guide, then replace the first sentences of the preface. After a few days you will update the table of contents as well as the index. All this is fairly simple and thus you can immediately focus on writing the first chapters. For a start, insert some of your text, but, before doing so, you need to know two rules.

First, you must never use the font type or font size menus to change your text (Figure 1.1). Whenever you need to change the format of a text element, you will use so-called styles. All the **styles** you need have been implemented in the present document.

What are styles? Styles define what paragraphs look like, what font type they use, how big the fonts are, how much space there is between two lines of text, etc. The standard style of a book, which is the style of the paragraph you are reading right now, is called **Normal**. Other common styles are **Heading 2** for the main chapter sections and **Heading 3** for the subsections. (Heading 4, the hypothetical heading for a subsection's subsection, should not be used; there is no need for it in a 75-page book.)

Please find more information on styles in *Free Medical Information*, page 40-42. The PDF is available at <http://goo.gl/aexOT>.

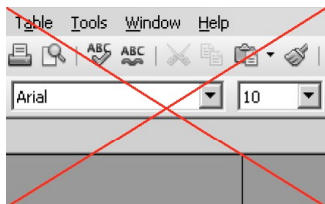


Figure 1.1 – Menus for font type and font size. Never use these menus! The styles you need to write your guide have already been predefined.

Further Styles

You have encountered Normal, Heading 1, Heading 2 and Heading 3. As we go on introducing tables, figures and references, you will find just three more styles:

- Table Caption
- Table Contents
- References

Delete and Write

Now modify “Styles” and “Author(s)” (the two first lines of this chapter) and delete the previous paragraphs.

Write the first sentences of your first chapter.

2. References

Author(s)

In Flying Publisher Guides, the references of all chapters are presented in alphabetical order after the last chapter and before the index (see page 32). Please note that

- The maximum number of references is 160
- References are not included in the word count (15,000–20,000 words)
- References to personal communications, manuscripts ‘in preparation’ or ‘submitted for publication’ are not acceptable
- In the body of the text references should come between parentheses and should include the last name of the first author and the year of publication separated by a blank space. In example: (Infante-Duarte 2000) (Tsibris 2010) (FreeBooks4Doctors 2010)

Whenever possible, use software (i.e., www.endnote.com) or websites (<http://goo.gl/Zct4>) to create references.

Format

For Flying Publisher Guides, standard articles have to use the format of the [New England Journal of Medicine](#), i.e., **Authors**.

Title. Journal Year;Volume:Page-Page. This format can be summarized in three rules (Figure 2.1):

1. Up to a maximum of 6 authors, all authors are given. If there are more than 6 authors, the first 3 are named, followed by a comma, followed by 'et al' and completed by a full stop.
2. The journal is given in its standard abbreviated form, e.g. N Engl J Med for New England Journal of Medicine, BMJ for British Medical Journal. After the journal comes the year, separated only by a space, and the volume number, separated by a semicolon.
3. The reference finishes with first page number + dash + last page number. Include only the end digits from the last page numbers that are necessary for clear identification: 2423-2429 becomes 2423-9, 134-141 becomes 134-41, 1891-1901 stays 1891-901.

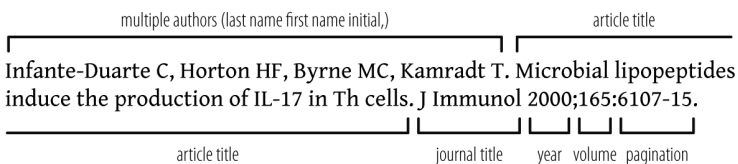


Figure 2.1 – The six elements of a standard citation.

In special cases – no author given; volume or issue with supplement – follow the instructions at <http://amedeo.com/references.php>.

To cite sources other than journals – books, conference publications, scientific and technical reports, dissertations – refer to *Citing medicine: the NLM style guide for authors, editors, and publishers* (<http://goo.gl/J2nY>).

Reference Style

References have their **own style** (see the previous chapter). Place the cursor into a reference (or preferably highlight several

references) and select the style *References* from the style menu. This is how references should appear in this document:

- FreeBooks4Doctors. Flying Publisher, 2010. (Accessed August 4, 2010, at <http://www.FreeBooks4Doctors.com>.)
- Infante-Duarte C, Horton HF, Byrne MC, Kamradt T. Microbial lipopeptides induce the production of IL-17 in Th cells. *J Immunol* 2000;165:6107-15.
- Tsibris AMN, Hirsch MS. Antiretroviral Therapy for Human Immunodeficiency Virus Infection. In: Mandell GL, Bennett JE, Dolin R, eds. *Mandell, Douglas, and Bennett's Principles and Practice of Infectious Diseases*. 7th ed. Philadelphia, PA: Churchill Livingstone, 2010:1833-53.

To sort the references alphabetically, highlight several paragraphs, and select **Table** ⇒ **Sort**.

Delete and Write

Modify “References” and “Author(s)” and delete the previous paragraphs. Write the first sentences of your second chapter.

3. Tables

Author(s)

Designing informative tables is time-consuming, error-prone and occasionally irritating. Before including a new table, ask yourself if it is truly important in this particular context. Tables are neither appendices nor trash containers for the leftovers or the unwanted. Tables are solely used for vital information.

There are three rationales for providing information in a table. Firstly, tables allow readers to repeatedly check important information within seconds. Secondly, they can put facts into a comparative context. Finally, they can emphasize information that the authors judge crucial for the reader; a table that takes more than a minute to read may be a bad table.

Tables can be beneficial to:

- Clinical classifications
- Drug overviews
- Complicated dosage regimens
- Treatment recommendations
- Summary of clinical trials (i.e., baseline characteristics, treatment results, toxicity, side effects)
- Efficacy analyses across different clinical studies
- Epidemiological data

Tables are generally not helpful

- To describe signs and symptoms
- To replace bullet point lists (like the one you are reading at this moment)

Rules for Flying Publisher Guides

- Number all tables in the order of their citation in the text.
- Include a title for each table, preferably no longer than 15 words.
- Create all tables *de novo* using the templates provided below. Tables must not be copied from other software programs.
- A table must not be longer than one page.
- In no case must tables be inserted as figures.
- The total number of tables and figures must not exceed 25.

Table Elements

A table has three elements: the caption on top, the headings and content in the middle, and, optionally, the legend at the bottom. The corresponding styles are:

- Table Caption
- Table Contents
- Table Legend

Fortunately, you don't need to worry about these styles.

Whenever you need a table for your *Flying Publisher* guide simply copy one of the following templates. Replace the caption, column headings and table cells, and add further rows as needed.

Remember to place explanatory matter in legends, not in the heading. Explain in legends all non-standard abbreviations that are used in each table. For legends use the following symbols, in this sequence: *, †, ‡, §, **, etc. If you use data from another published or unpublished source, obtain permission and acknowledge the source completely.

Table Templates

Please use only the following table templates. The tables use three styles: Table Caption and Table Contents and Table Legend.

Table 1.1 – Table with three columns*

	Population	Death Toll
1918	1.8 billion	50 million
1957	3.8 billion	1 million
1968	4.5 billion	1 million

* According to data from...

Table 1.2 – Table with four columns*

	Population	Death Toll	per 100,000 people
1918	1.8 billion	50 million	2.78
1957	3.8 billion	1 million	26
1968	4.5 billion	1 million	27

* According to data from...

Table 1.3 – Table with five columns*

Table Header	Table Header	Table Header	Table Header	Table Header
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell

* According to data from..

Table 1.4 – Table with six columns*

Table Header	Table Header	Table Header	Table Header	Table Header	Table Header
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell	Table Cell
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell	Table Cell
Table Cell	Table Cell	Table Cell	Table Cell	Table Cell	Table Cell

* According to data from..

Table Failures

Before closing this chapter, check some of the links below. They demonstrate bad table design. Avoid tables that are too large, too dense or frankly autistic:

- Too large: <http://goo.gl/jWqm>, <http://goo.gl/dLAh>
- Too dense: <http://goo.gl/nTOf>
- Too much information: <http://goo.gl/wZs1>,
<http://goo.gl/aRae>
- Too cryptic: <http://goo.gl/gDSB>

4. Figures

Author(s)

Designing captivating figures is as difficult as producing informative tables. There are two rationales for providing information in a figure. Figures sometimes make intuitively comprehensible what words fail to do. Figures can also emphasize information that the authors consider crucial for the reader.

Once you have imported a figure, add a legend. Don't build the legend yourself, copy it from another figure in this document and adapt it instead. Example:

Figure 4.1 – An example of modification of a structure for a new function. The bird shown in the photograph has used...

Original Figures

When constructing the figures, keep in mind that for the Amazon print edition, the resolution of the figures has to be 300 dpi (dots per inch). As the page width of this document is 9.65 cm (3.8 inch), the maximum width of a figure is 1140 dpi.

Prepare illustrations in PNG format and photographs and pictures in JPG or PNG format (JPG: without compression; PNG: lossless data compression). Whenever possible, include illustrations using free vector graphic design software such as

OpenOffice Draw or the open source software Inkscape (www.Inkscape.org).

Important: the Amazon.com print edition will be in black and white. When selecting photographs or constructing illustrations, make sure that they are informative after conversion into greyscale.

Rules for Flying Publisher Guides

- All figures (graphs, charts, illustrations, photographs) have to be inserted into the text file. Number all figures in the order of their citation in the text. Legends (maximum length: 40 words) should be included into the file with the text and should not appear in the figures.
- If persons other than the authors have created a figure, the authors must explicitly acquire all rights to the illustration from the artist in order for Flying Publisher to publish it.
- When using photographs of a patient, make sure that the subjects are not identifiable. Otherwise provide written permission by the patient (parents or legal guardians for minors) to use them.

Esthetics

In an ideal world, figures would have professional quality and illustrations would be consistent in design across the various book chapters. An example for good design is shown in Figure 4.2.

Unfortunately, producing professional figures is not within everyone's reach. While medical authors master styles, references, tables and web links (see page 24), they rarely possess the skills to produce high-quality illustrations. Outsourcing the production of figures is generally the best choice; one of your students may be the right person to do the job.

The pitfalls in figure design are many, as demonstrated in a textbook published in 2009 (see <http://goo.gl/zITY>; the editors

have generously allowed us to present a synopsis of the figures for didactic purposes). It is evident that the editors and authors failed to agree on a consistent design. A few figures are near excellent, most would have benefited from restyling, some should have been labeled as tables or presented as bullet lists. A minority of the figures are, to put it frankly, bad, crushing too much information into too small a place.

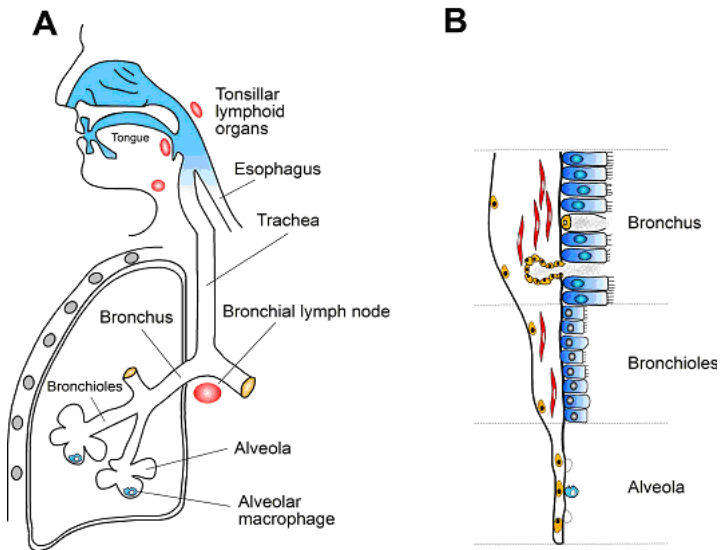


Figure 4.2 – Perfect illustration. Sites of influenza entry in the respiratory tract. (Courtesy of Georg Behrens.)

How does this happen? The authors used pre-existing content – from conference presentations, articles and other published or non-published material – and simply copied it into their book chapter. Unfortunately, what fits onto a 20-meter conference screen does not always fit into a small scientific textbook.

With these examples in mind, you can avoid the most common errors. In particular,

- Don't copy figures from conference slides
<http://goo.gl/pDK5>
- Don't use bright letters on a dark background
<http://goo.gl/rTYg>
- Don't present figures that need to be rotated
<http://goo.gl/jLrZ>
- Avoid pop art colors
<http://goo.gl/SuU2>
<http://goo.gl/yaWq>
- If it is a table, don't call it a figure
<http://goo.gl/i2ux>

Instead,

- Always create figures ex novo. In particular, illustrations should have a consistent design across all book chapters
- Ask skilled illustrators for help (students, colleagues).
- Use letters, numbers, and symbols consistently throughout all figures (same font type, same font size).
- Place titles and detailed explanations into the legends for figures, not on the figures themselves.
- Avoid presenting photographs where people could be identified.
- Acknowledge the original source (see the acknowledgment in Figure 4.2). Except for documents in the public domain, permission is required irrespective of authorship or publisher.

5. Web Links

Author(s)

Flying Publisher Guides are information hubs with links to free full-text articles, special issues of free-access medical journals, podcasts and other free audio and video material. Inside the text, all links should be shortened at <http://goo.gl>.

At the end of each chapter, include no more than 15 selected links (see the following examples). Links that break the line should be shortened at <http://goo.gl>.

Links

- Influenza. Special Issue of the Journal of Emerging Infectious Diseases, 2006.
<http://www.cdc.gov/ncidod/EID/index.htm>
- Pandemic Influenza: Confronting a Re-emergent Threat. Special Issue of the Journal of Infectious Diseases, 1997.
<http://www.journals.uchicago.edu/toc/jid/2008/197/S1>

Interviews

- Interview with Dr. Jeffrey Taubenberger. Spanish and avian flu pandemics. Nature Podcast, 6 October 2006 –
<http://goo.gl/aLbI>

- Interview with Dr. Frederick Hayden on antiviral resistance in influenza viruses. 23 February 2006 – <http://goo.gl/gPM6>
- Interview with Dr. Anne Moscona on the clinical implications of oseltamivir resistance. 22 December 2005 – <http://goo.gl/HEQR8>
- Interview with Dr. Michael Osterholm on preparing for an influenza pandemic. 5 May 2005 – <http://goo.gl/Qrga>

6. Import

Author(s)

When you import text into this document, please do so only in the so-called Normal View. Please find more information in *Free Medical Information*, page 61f, figure 5.3 and 5.4. (<http://goo.gl/aexOT>).

7. Reading

Author(s)

We recommend the following reading:

- Essential English: For Journalists, Editors and Writers. Harold Evans (Author), Crawford Gillan; Pimlico 2004. Read page 24-90. <http://goo.gl/INzf>
- Butcher's Copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proofreaders. Judith Butcher; Cambridge University Press 2006. <http://goo.gl/2W05e>
- Free: How today's smartest businesses profit by giving something for nothing. Chris Anderson; Random House Business 2010. <http://goo.gl/itG1t>

8. Index

Author(s)

Before building an alphabetical index, you need to define the words that should be included in the index. Please find more information in *Free Medical Information*, page 59. (<http://goo.gl/aexOT>).

9. Table of Contents

Author(s)

To update the Table of Contents, please read *Free Medical Information*, page 63f. (<http://goo.gl/aexOT>).

10. Publishing

Author(s)

Once you have converted this document into a PDF, you can upload it to CreateSpace.com. It will take you a few hours to understand how CreateSpace works and how to produce an attractive cover design. Then, after only a few weeks, your book will be available for sale at Amazon.

Publishing is always a risk, and self-publishing even more so. What if nobody buys your book and nobody reads it? Sadly, a book that is not read does not exist. In some instances, it can be worthwhile to contact established publishers who know how to distribute your books on a global scale. If you write about medicine or science, Flying Publisher's "semi-free" publishing model might suit your needs best. The model is simple: Give the PDF away to all, sell the print edition to a few. A free PDF is not only the fastest way to communicate your expertise to tens of thousands of readers around the world, it is also the most powerful promotion for a book.

The Flying Publisher Guide Program is available at www.Amedeo.com/TheGuides.

11. Others

Author(s)

Drugs Names

For the use of drugs names, units of measurements and abbreviations, please refer to <http://goo.gl/fiF7>.

12. References

This is where your references will appear. Delete this paragraph and the following references to start adding your own, sorted alphabetically. In *Flying Publisher* guide the maximum number of references allowed is 160.

- CDC 1997. Isolation of Avian Influenza A(H5N1) Viruses from Humans - Hong Kong, May-December 1997. MMWR 1997;46:1204-7.
- CDC 1998. Update: Isolation of Avian Influenza A(H5N1) Viruses from Humans - Hong Kong, 1997-1998. MMWR 1998;46:1245-47.
- CDC 1997. Isolation of Avian Influenza A(H5N1) Viruses from Humans - Hong Kong, May-December 1997. MMWR 1997;46:1204-7.
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