

Abstracts and ORCiDs

Author Guidelines for Preparing Abstracts

Introduction

The following guidelines explain how to prepare chapter-level abstracts for your book. The abstracts you provide will facilitate the discovery of your book when it is searched for online. The abstracts will become part of the book's metadata and will help users to search your book's content more thoroughly and make it more likely that your content will be discovered. Incorporating the abstracts also enables us to host the book in digital collections and on online platforms which will increase the number of potential readers for your book as well as its availability in libraries worldwide. Although the abstracts will be visible online, they will not be included in either the hard copy of the book or in the ebook.

Chapter Abstracts

Please supply an abstract for each chapter of your book, including the introduction and conclusion. It is not necessary to provide abstracts for the preface, foreword, acknowledgements or other front matter prelims material. Each chapter abstract should also include the name and number of the chapter and the author name(s).

The abstract should be 100-200 words in length and provide a clear and concise overview of the content of the chapter. Ensure that the abstract is self-contained, without abbreviations, footnotes, or incomplete references. It needs to make sense on its own. It is best to write the abstract in the third person rather than in the first person – e.g. “this chapter discusses” rather than “I discuss”.

The chapter abstracts should be delivered to the Publisher at the same time as your final manuscript.

Examples of Chapter Abstracts

Book Title – *Indigenous Peoples as Subjects of International Law* (ed. by Irene Watson)

Chapter Author – Marcelle Burns

Chapter Number & Title – Chapter 3, The ‘Natural’ Law of Nations: Society and the Exclusion of First Nations as Subjects of International Law

‘Society’ has been identified as a foundational concept in the development of international law, defining both state sovereignty and membership of the family of nations. Antony Anghie argues that society was a central concept shaping the emergent Eurocentric international legal order as it shifted from its foundations in natural law based on transcendental and universal values towards a scientific, positivist framework. This chapter will show how the concept of society was also central to the formative natural law theories of international law, influencing who was deemed to hold sovereign power, the rights flowing from sovereignty, and as a consequence the way that First Nations were positioned within the developing Eurocentric international legal order. I will do so by examining the work of Francisco de Vitoria and Hugo Grotius, and how society functions within their work to create a law of nations which was constructed to support European colonial expansion and the domination of Indigenous people, which informed the positivist tradition of international law that was to follow.

Book Title – *The Routledge Companion to Consumer Behavior* (ed. by Michael R. Solomon & Tina M. Lowrey)

Chapter Author – Ruth Pogacar, Tina M. Lowrey, L.J. Shrum

Chapter Number & Title – Chapter 17, The Influence of Marketing Language on Brand Attitudes and Choice

This chapter reviews research on the effects of marketing language. Marketing language refers to the linguistic devices that marketers may use to communicate a message. Examples include metaphor, pun, rhetorical questions, rate of speech, language intensity, explaining language, assertive language, alliteration, rhyme, particles, and sound symbolism. These linguistic devices have been shown to influence brand attitudes and choice. We review the research detailing these effects, suggest conditions under which the use of a particular linguistic device may be important, discuss boundary conditions for the effects, and provide practical marketing implications for this research.

Making your chapter (and you) more discoverable

A huge number of books and articles are published every year, so ensuring that others can find your work is essential. As the author (or editor), there are a few things you can do to make your work more discoverable (and there are some things we're doing too).

Abstract with keywords

Your abstract is the shop window of your chapter – this is where customers (readers) can sample your wares and decide whether to read and cite your content, or instead look elsewhere. So it's important to get it right.

Our recommended word limit for your abstract is approximately 100–200 words. In this short paragraph, you should create a selling pitch, focusing on what your chapter is about, what methods have been used, and what you found out.

It probably won't be at the forefront of your mind, but keywords play an important role in creating an effective abstract. These keywords will help others find your work quickly and accurately, so think of them as the labels for your chapter. What's more, a strong correlation exists between online hits and subsequent citations.

Think about how you search for content, and what words or phrases you put in. Then think about your own chapter, and what keywords are most relevant to the focus of your work. Once you've drawn up a shortlist, try searching with them, to ensure the results fit with your chapter and so you can see how useful they would be to others.

Narrow down your keywords to ensure they are as accurate as possible, and then include them in your title and abstract whilst still making it readable. Many search engines only index titles and abstracts, so your keywords should be imbedded in the title and abstract – we do not require a separate list of keywords.

Finally, ensure that the abstract is self-contained, without abbreviations, footnotes, or incomplete references. It needs to make sense on its own.