



Book Development, Production, and Promotion Guidelines

Book Development, Production, and Promotion Guidelines

This document contains information and guidelines to help you plan, write, publish, and promote your book. While we recommend that you read through the guidelines at the beginning of your book development for a complete overview, we have divided the topics into sections that will be relevant at different times during your book development process. Please refer back to these sections at the appropriate time for the relevant details. We welcome any questions or suggestions for other information that you would find useful.

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The Book Program Team

The MathWorks Book Program team supports authors and publishers of books that will include MathWorks products. Please feel free to contact us with any questions you may have or if there is anything we can help you with.

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Book Development, Production, and Promotion Guidelines

Book Development

1. Membership Eligibility and Requirements

If you are writing a book that will include appropriate material on MathWorks products, you are eligible to join The MathWorks Book Program. To qualify for the Book Program, your text must include substantial MATLAB® or Simulink® material such as:

- » M-code samples written to illustrate examples throughout the book
- » A supplemental companion workbook with MATLAB® or Simulink® exercises
- » Author-written M-files that solve problems or recreate plots within the book
- » Supplemental electronic M-files or MDL-files available for the reader's use

Once you are accepted as a Book Program member, you must keep the Book Program team up-to-date on the progress of your book to continue to receive the benefits of the program. Please let us know when you reach milestones in your project such as signing with a publisher, setting a manuscript completion or publication date, and so forth. At a minimum, once a year you must confirm that your project is still active. We may occasionally send you a message requesting an update on your project, in which we will indicate that you must respond with the requested information to remain a member of the Book Program. Please be sure to respond to these messages by the deadline indicated.

2. Software

As a member of the Book Program, if you have a signed contract with a publishing company and do not have access to the latest version of MATLAB® software, you are eligible to receive complimentary access to relevant MathWorks products while you are actively developing the book. If you have not yet signed with a publishing company, we can arrange an extended trial of the products for your book development.

Note: Complimentary software access provided by The MathWorks must be used solely for the creation of book material.

» Using the Current Version

Please check that you are developing your book in the most current version of MathWorks products so that your book will be up-to-date upon publication. Go to www.mathworks.com/products/ to determine the current version, which is listed on the product's Web page. To determine which version you have installed, type `ver` at the MATLAB® command line. Please contact the Book Program team if you need access to the latest version.

» M-code across Platforms

Most MathWorks products are available on multiple platforms, including the Windows®, UNIX®, Linux®, and Macintosh® operating systems. M-files written on one platform should run on the other platforms without modifications. To check the system requirements for specific products, go to www.mathworks.com/products/ to access the product's Web page.

» Writing Better M-code

Take advantage of the M-lint Code Check reports in MATLAB software to ensure that you are writing M-files with the appropriate MATLAB® syntax. The M-lint Code Check report will display potential errors and problems, as well as opportunities for improvement in your M-files. For more information on using M-lint, please visit: www.mathworks.com/access/helpdesk/help/techdoc/ref/mlint.html

» Using Additional Products

The MathWorks offers numerous toolboxes and blocksets that extend the capabilities of the MATLAB® and Simulink® products. We encourage you to use all the products relevant to your book topic when developing the book material. We will be happy to discuss the product details with you and arrange complimentary access to the appropriate product set. For a full list of MathWorks products, please visit: www.mathworks.com/products/

Note: It is a good practice to list the set of required products prominently in your text so that readers are aware of the requirements.

Book Development, Production, and Promotion Guidelines

» Student Access to Additional Products

MathWorks products are readily accessible to students in the classroom and laboratory through university licenses and at home with MATLAB® & Simulink® Student Version. If you choose to use additional toolboxes and blocksets in your book, the majority of students will be able to obtain them and run the MATLAB® M-files or Simulink® models you create.

MATLAB® & Simulink® Student Version includes the MATLAB® and Simulink® products and symbolic math functions. It is a cost-effective way for students to access professional-quality software. In the MATLAB® & Simulink® Student Version, MATLAB® software has no matrix size limit and Simulink® software allows models sizes up to 1,000 blocks. Information on MATLAB® & Simulink® Student Version, including pricing and available add-on products, is available at www.mathworks.com/academia/student_version/

» Testing M-files in MATLAB® & Simulink® Student Version

With very few exceptions, there is no functional difference between the same releases of MATLAB® software and the MATLAB® & Simulink® Student Version. However, if you want to check how your files run in both versions, you can emulate the behavior of MATLAB® & Simulink® Student Version in the professional version of MATLAB® software with the following instructions:

– PC

Upon completion of the installation process, type `matlab -student` at the DOS prompt. Note that this command is case- and space-sensitive.

You can also launch the MATLAB® & Simulink® Student Version through the MATLAB® shortcut icon on your desktop. Right-click on the icon, select Properties, and add a space and `-student` to the end of the `matlab.exe` file name in the Target text field. Click OK. To emulate MATLAB® & Simulink® Student Version, double-click on the MATLAB® icon. To return to the professional version of MATLAB® software, remove the `-student` in the Properties/Target text field.

– Linux/Macintosh

Upon completion of the installation process, type `matlab -student` at the Linux system prompt. Note that this command is case- and space-sensitive.

Note: If you have a product installed that is not available in MATLAB® & Simulink® Student Version, you will receive an error message when you try to call a function from the restricted product.

3. Technical Support

A form is available for Book Program authors to use when requesting technical assistance. When submitting the form, please select the flag that identifies you as a member of the Book Program. This flag helps our technical staff to recognize your relationship to The MathWorks and assist you appropriately, and allows the Book Program team to track the status of your request. www.mathworks.com/support/books/AuthorSupport.html

Book Production

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Book Development, Production, and Promotion Guidelines

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- » Real-Time Workshop® should appear with a capitalized “R,” “T,” and “W.” A hyphen should always be included between “real” and “time”: “Real-Time.”
- » xPC TargetBox® should appear with a lowercase “x” in “xPC,” the “PC” in uppercase, and capital “T” and “B” in TargetBox.
- » Handle Graphics® should always appear with a capitalized “H” and “G.”

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- » Do not pluralize a trademark.
Correct: How many Simulink® software licenses do you have?
Incorrect: How many Simulinks® do you own?
- » Do not hyphenate a trademark.
Correct: Applications based on the MATLAB® software environment
Incorrect: MATLAB®-based applications
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Correct: Real-Time Workshop®
Incorrect: RTW or RTW®
- » When using a trademark, keep the trademark intact on one line and do not divide with hyphens.
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Correct: the xPC TargetBox® system functions
Incorrect: xPC TargetBox®’s functions
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Book Development, Production, and Promotion Guidelines

- » Do not use MATLAB® as a modifier for “Toolbox” or Simulink® for “Blockset.”

Correct: The Signal Processing Toolbox

Incorrect: The MATLAB® Signal Processing Toolbox

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Correct: www.company.com/product_name/MATLAB.html

Incorrect: www.myco-MATLAB.com

- » Always use trademarks of The MathWorks as adjectives modifying appropriate nouns that establish the product category. Do not use any trademark as a noun* or a verb.

Correct: Stateflow® software works with Simulink® software

Incorrect: Stateflow® works with Simulink®

Correct: The Stateflow® product provides state charts

Incorrect: Stateflow® is available for state-charting.

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- Book titles
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Book Development, Production, and Promotion Guidelines

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Book Development, Production, and Promotion Guidelines

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8. Information for Your Readers

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- » To determine which MathWorks products were used to create your book material, use the MATLAB® functions `depdir` and `depfun`. These functions list the dependent directories or functions of an M-file or P-file.

Book Development, Production, and Promotion Guidelines

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- » The Academia area of The MathWorks Web site provides many resources for professors and students. Check there for contributed course materials, recommended products by curriculum, tutorials on MATLAB® and Simulink® software, and information on MATLAB® & Simulink® Student Version: www.mathworks.com/products/academia/
- » MATLAB® Central is a MATLAB® & Simulink® user community that enables users to connect with each other, share files and ideas, and find other resources on MathWorks products: www.mathworks.com/matlabcentral

MATLAB® Central is divided into three areas: newsgroup access, file exchange, and link exchange.

- Newsgroup access connects you to the comp.soft.sys.MATLAB® newsgroup where you can connect with other users to ask technical questions and gather useful tips
 - The file exchange contains thousands of files contributed by users and MathWorks developers for download. The files are available in a wide range of application areas for your use and modification.
 - The link exchange includes links to hundreds of Web pages and resources with MATLAB® material. Check here for information on how others are using MATLAB® software in your area.
- » The Support area provides helpful information for troubleshooting technical questions, links and search features to product documentation and technical notes, and contact information for Technical Support and Customer Service at The MathWorks: www.mathworks.com/support/
 - » The MathWorks offers free Webinars that include product overviews and demonstrations. View the upcoming schedule or register for a Webinar at www.mathworks.com/webinars

Book Promotion

9. Book Promotion

The MathWorks assists in the promotion of books as part of The MathWorks Book Program. All published books in the program receive a promotional page on the MathWorks Web site at: www.mathworks.com/support/books

Some books receive additional promotion through our MATLAB® News & Notes newsletter, the MATLAB® Digest electronic newsletter, and various tradeshows.

In order to promote your book, the following FINAL book information is required:

- | | |
|------------------|--|
| • Title | • ISBN |
| • Author(s) | • Brief description of book |
| • Publisher | • Tel, Fax, E-mail for publisher to order book |
| • Copyright Year | • Location of companion software |

To help us promote your book, we ask that you provide this information after your book is published using the form located at: www.mathworks.com/support/books/promote.html

In addition to this information, we must receive at least one copy of your text in order to evaluate the book for inclusion in the program and to draft the promotional Web page. In order for us to promote your book in our company display or other marketing materials, we request three copies of the book. Please make sure that your publisher sends promotional copies to Courtney Esposito upon publication of your book. Once promotional copies are received, the Web page for the book is usually live on our site within three months.

These promotional efforts are subject to change without notice.

Book Development, Production, and Promotion Guidelines

10. MATLAB® & Simulink® User Community

For distributing book files, linking to your Web page, and connecting with other users

Take advantage of the many features of MATLAB® Central user community available to book authors:

» **Distribute your book files**

The MATLAB® Central file exchange contains thousands of files contributed by users and developers of MathWorks products. As a book author, you can distribute the files for your book in the “Companion Software for Books” section of the file exchange. Benefits of listing your files here include the ability to:

- track how often your files are downloaded
- receive user feedback via ratings and comments
- update and maintain your own files

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» **Link to your Web page**

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www.mathworks.com/cgi-bin/matlab/add.cgi

» **Connect with other users**

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Book Development, Production, and Promotion Guidelines

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