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This document provides authors with details on policy, copyediting, formatting, and layout requirements pertaining to final manuscript submission to this journal. All manuscripts must have correct formatting to be considered for publication.

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All manuscripts must be written in clear and concise English. If you have reasons to doubt your proficiency with respect to spelling, grammar, etc. (e.g., because English is not your native language), then you may wish to employ—at your expense—the services of a professional language editor. Please get in touch with the Language Editors directly to discuss details.

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- Patience Kramer patience.kramer@att.net Areas of expertise: Health and Medicine (CAM and drug policy and analysis), Economics and Business (with a focus on marketing)



• Steve Peter speter@mac.com Areas of expertise: LaTeX, Linguistics, economics, mathematics

CONTENT AND STRUCTURE

- Manuscripts should be submitted as Word, docx, or rtf files.
- If your manuscript contains special characters, equations, etc. please make sure to also supply a PDF version as a reference file. This will be used to ensure any formatting issues introduced during the submission process can be corrected accurately.
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- Use the following document structure:
 - 1. Introduction (titling this section is optional)
 - 2. Subsequent sections which include tables, references to figures and figure captions.
 - 3. Appendices (if any).
 - 4. Explanation of symbols mentioned in the text.
 - 5. References Include a proper bibliography following the guidelines in the References section below.
 - 6. Please supply figures in separate files. You may include them in-text if you wish, but all images should at least be referenced. Please see the "Tables, Figures, and Graphs" section below for more detailed instructions regarding figure submission.

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• Book reviews must start with the citation of the book at the top of the first page.

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• Only use Unicode fonts (e.g. Times New Roman, Arial)

COLORED TEXT

• Set the font color to black for the majority of the text. De Gruyter encourages authors to take advantage of the ability to use color in the production of figures, maps, images, and graphs. However, you need to appreciate that this will cause some of your readers problems when they print the document on a black and white printer. For this reason, you are advised to avoid the use of colors in situations where their translation to black and white would render the material illegible or incomprehensible.

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- To indicate text you wish to emphasize, use italics rather than underlining. The use of color to emphasize text is discouraged.
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The use of abbreviations and acronyms is permitted provided they are defined the first time they are used.

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Headings (e.g., title of sections) should be distinguished from the main body text:

- Clearly indicate the heading hierarchy.
- Be consistent in whether or not you use headline case, or you capitalize the first word and leave the rest in lower-case.



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- Footnotes must appear at the bottom of the page on which they are referenced rather than at the end of the paper.
- Excessively long footnotes are better handled in an appendix.

TABLES, FIGURES & GRAPHS

- General requirements: All illustrations must be of reproduction-ready quality and in EPS, TIF, or JPG format. They will be reduced in size to fit, whenever possible, the width of a single column. Lettering of all figures within the article should be uniform in style (preferably a sans serif typeface like Helvetica) and of sufficient size (ca. 8 pt.). Uppercase letters A, B, C, etc. should be used to identify parts of multi-part figures. Cite all figures in the text in numerical order. Indicate the approximate placement of each figure. Do not embed figures within the text body of the manuscript; submit figures in separate files. Only figures (graphs, line drawings, photographs, etc) should be labeled as 'figures', not tables or equations.
- Halftone figures (grayscale and color) should have a minimum resolution of 300 dpi and be of good contrast. Authors are welcome to submit color illustrations. We are pleased to offer both Print and Online publication of color figures free of charge.
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- Please submit images as separate files. You may include them in-text or with a figure callout (e.g. Fig. 1, Fig. 7b).
- Number tables consecutively using Arabic numerals. Tables should appear in the document near where they are referenced in the text. Provide a short descriptive title, column headings, and (if necessary) footnotes to make each table self-explanatory. Refer to tables in the text as Table 1, 2 etc. Use Table 1, etc. in the table legends.
- Tables must not be displayed as images.

MATHEMATICS AND EQUATIONS

- Roman letters used in mathematical expressions as variables must be italicized. Roman letters used as part of multi-letter function names should not be italicized. Subscripts and superscripts must be a smaller font size than the main text.
- Type short mathematical expressions inline.
- Longer expressions must appear as display math, as must expressions using many different levels (e.g., such as fractions).
- Ensure that Equations are typed or created with a plug-in, such as Word Formula Editor or MathType. Mathematical expressions must not be displayed as images
- Important definitions or concepts can also be set off as display math.
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- Insert a blank line before and after each equation.
- Whether equation numbers are on the right or left is the choice of the author(s). However, make sure to be consistent in this.
- When proofing your document, pay particular attention to the rendering of the mathematics, especially symbols and notation drawn from other-thanstandard fonts.

REFERENCES

Please use the Chicago Manual of Style author-date system for parenthetical citation in the text and the related reference list entry (see below). For more details please visit:

<u>http://www.chicagomanualofstyle.org/tools_citationguide.html</u> and click on the Author-Date tab.

CMS (Author-Date) Reference Style

In-text citation		
	Direct citation	Indirect citation
Single author	O'Quigley (2000)	(O'Quigley 2000)
Two authors	Greenland and Maldonado (1994)	(Greenland and Maldonado 1994)
Three authors	Robins, Breslow, and Greenland	(Robins, Breslow, and Greenland
	(1986)	1986)
More than three	Mantel et al. (1977)	(Mantel et al. 1977)
authors		
Series of	Yanagimoto (1990), Sato (1990), and	Alphabetical order
references	Fujii and Yanagimoto (2005)	(Fujii and Yanagimoto 2005; Sato
		1990; Yanagimoto 1990)
Same author group with different years	Smith et al. (1985, 1986)	(Smith et al., 1985, 1986)
Same author group	Lawrence and David (2009a, 2009b)	(Lawrence and David 2009a, 2009b)
with same yea		
Author (with same	T.H.E. Smith et al. (2003) and A.	Alphabetical order
surname and	Smith et al. (2003)	(A. Smith et al. 2003; T.H.E. Smith et
different initials)		al. 2003)
with same year		
Reference lists		
Reference type	Example	
Reference list	Alphabetical order	
order		
1. Journal	Kamtekar, R. 2016. "The Soul's (After-) Life." Ancient Philosophy 36 (6): 115-	
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2. Journal with	Yuan, M., and H. Liu. 2011. "The Economic Consequences of Fair Value	
supplement	Accounting." Accounting, Economics, and Law 1 (Suppl. 2): 1-42.	
3. Collaboration	WHO. 2016. "Vitamin K for Newborns." Journal of Midwifery & Women's	
	Health 61 (5): 675-6.	
4. et al. usage (not	Wolchik, S. A., S. G. West, I. N. Sandler, J. Tein, D. Coatsworth, L. Lengua, and	
allowed - all the	W. A. Griffin. 2000. "An Experimental Evaluation of Theory-Based Mother	

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included)	and Clinical Psychology 68: 843-56.	
5. Epub ahead of	Von Ledebur, S. C. 2007. "Optimizing Knowledge Transfer by New	
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8. Book with	Scherer, F., and D. Ross. 1990. Industrial Market Structure and Economic	
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9. Edited book		
5. Laited book	Measurement of Income. London, U.K.: Cambridge University Press.	
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•	In The Quest for the Good Life: Ancient Philosophers on Happiness, edited	
and editors	by E. K. Øyvind Rabbås, H.F. Emilsson, and M. Tuominen, 275–94. Oxford:	
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	2221–99. Amsterdam, The Netherlands: Elsevier Science Publishers B.V.	
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available at)	_can_cultural#comments	
14. Electronic	Doe, J. 1999. The Dictionary of Substances and Their Effects. United	
publication	Kingdom: Royal Society of Chemistry. http://www.rsc.org/dose/title of	
(accessed)	subordinate document (accessed January 15, 1999).	
15.	Rahman, M. 2013. "Using Authentic Materials in the Writing Classes: Tertiary	
Thesis/Dissertation	Level Scenario." PhD diss., BRAC University.	
16. Report	U.S. Federal Energy Regulatory Commission. 1977. Annual Report of the U.S.	
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17. Patent	Christensen G. K., inventor; 1971 Aug. 10. "Toy Building Set." United States	
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