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Stylesheet
for English contributions to

Zeitschrift für Unternehmensgeschichte.
Journal of Business History

Manuscripts can only be submitted if they are not concurrently under consideration elsewhere and if they have not been previously published.

The Style of English is British English. We suggest using Microsoft Word for text control.

O. Text for the review

Make sure that the text submitted for the review process does not indicate any name of the author(s) and also that there is no indication in the notes.

1. General Formal Requirements

At the **top of the article** come: *Author* (without academic degrees) / *Title* / *Subtitle*, each in a separate line.

If the main title is more than 80 characters long, please suggest a **shortened title** for the article heading.

At the head of the article comes an **abstract** in English, stating also full title and subtitle.

At the end of the article comes the **author's address** including her or his academic degrees, e.g.: *Author's address*: Prof. NN, PhD, University of … Email: … .

2. Headings

The paragraph structure should be organized into no more than three levels of headings:

Count your headings **only if absolutely necessary** (I.,1., a), b), ...)

3. Formal requirements for the manuscript

- style: **justified** and **1 ½ -spaced**
- **no** indentation after any headings
- otherwise, **the first lines** of all paragraphs are **indented**
- **notes** as footnotes

4. Quotation marks

In principle, **only double quotation marks** are used. Only if quotation marks appear within a quote, single quotation marks are used.
Style: **«...»**; and not " ...“; single marks: **‹ ... ›**, and not inverted commas (‚ ... ’). However, you may use the regular style in case of any problems with the preferred style.

Double quotation marks are used as follows (please also observe the position of the **superscript**):

a) With **quotes that come as a complete sentence**:
«The next day, a meeting was held.»[1]

b) With **quotes within a sentence**:
The initiative for this motion was the result «of British advice»,[1] although this was denied later.

c) With **quotes concluding a complete sentence**:
The author reported that «the next day, a meeting was held».[1]

d) With **expressions that are used ironically, qualificatorily etc**., even when they are foreign-language, e.g. «jumbo» emission.

e) – With **titles of books and of articles in journals**, of decrees etc.; the same applies for foreign-language titles; e.g.: «The Principles of Political Economy and Taxation»
- **Abbreviated names of journals and newspapers** like FAZ, ZEIT **without quotation marks** (however, «Die Zeit», see next item).
- **Quotation marks, however, are used with names of journals like** «Frankfurter Hefte», «Die Neue Zeit», insofar as they appear as part of the argument; the same style is used in the notes.
- However, if **names of journals are quoted for bibliographical purposes,** then there are no quotation marks in the text nor in the notes.

f) - Only in exceptional cases, names of institutions should be put into quotation marks, for instance when a new name is being introduced, e.g:
In addition, their former central giro office named «Berliner Stadtbank» was included under the ban.
- **Names of political parties: without** quotation marks.

g) - **Modes of operation, groups** etc. should only in exceptional cases be put into quotation marks, if the context suggests this, e.g.:
Here, for the first time the idea of a «liquidity management group» was developed (cf. 4.c).

5. Italicizing

Only *italics* are used in order to indicate special meaning in the text. They are used for:
a) Emphasizing (e.g.: In fact, the amount was far *greater* than that.)
b) Names of institutions in a foreign language (e.g., *Société nationale des chemins de fer français*)

c) Foreign-language expressions (only if they are not put into quotation marks, e.g. *cum grano salis*)

6. Numbers

- **Numbers up to twelve are spelled out**
- Four-digit, seven-digit etc. numbers are with a a comma, eg: **1,000; 1,000,000**.
- Numbers including a decimal point write **20.67** or **1,517.67** (not German style).
- **Dates**: 12 May 1967 in the text; in the notes: 12.5.1967.
- **20s, 1930s:** usually, only write 20s, 30s etc.; only if the article covers several centuries, the century should be indicated by writing 1920s, 1820s etc., unless it is clear from the text which century is meant.
- **20th Century**
- **per cent or %**: **in the text:** 100 per cent, 50 per cent, 7.5 per cent, ½ per cent, one per cent.
- **mn** for million
- **bn** for billion
- names of **currencies** like Mark and Reichsmark, Euro, US dollars etc**.** are spelled out in the text; however, if amounts are stated in tables or graphs, write DM 100 or RM 3,500 or EUR 50 or $ 450.

7. Superscript

Superscript is always used behind the punctuation mark concluding the sentence.[1]

8. Names in the text

- When **stated first, give the first name**, afterwards only the family name.
- **No academic degrees**, except when writing a biographical sketch, when quoting and wherever it may be necessary for understanding the argument.

9. Quotes in foreign languages

Please translate all quotations in foreign languages.

10. Omissions

Omissions within quotations are indicated by square brackets [...].

11. Tables, Diagrams and Illustrations

Each of them is given a caption. If there are more than one, they are given a number in the caption, for instance: *Table 1: Yearly Average Income.* The counting makes it easier to make references in the text, because in the finished print it might not always be possible to place the table, diagram or picture immediately with the text referring to it. Therefore, it is advisable to insert a referrer, such as (cf. table 1).

12. Notes

Titles **in the notes are always written in italics.**

When **referred to for the first time**, the source has to be stated with the title italicized and page numbers coming after the comma without p. or pp.; the impression is indicated by a superior number immediately before the year of publication, e.g.:

[1] Eberhard Kolb, *Die Weimarer Republik*, Munich [3]1993, 123.

[2] Lothar Gall et. al., *Die Deutsche Bank 1870-1995*, Munich 1995.

[3] Lothar Gall/Manfred Pohl (eds.), *Unternehmen im Nationalsozialismus*, Munich 1997.

When quoting from **edited volumes**, only the title of the **article** is italicized:

[4] Gerald D. Feldman, *Die deutsche Bank vom Ersten Weltkrieg bis zur Weltwirtschaftskrise 1914-1933,* in: Lothar Gall et.al., Die Deutsche Bank 1870-1995, Munich 1995, 138-314.

With each **subsequent reference,** a shortened title is given with reference to the first note in the article that stated the full bibliographical details, e.g.:

Kolb, *Die Weimarer Republik* (cf. n. 1), 214.

Gall et.al., *Die Deutsche Bank* (cf. n. 2).

Gall/Pohl (eds.), *Unternehmen im Nationalsozialismus* (cf. n. 3), 117.

or

Feldman, *Die deutsche Bank* (cf. n. 4), 145.

If there are **more than two authors/editors,** only the first is named and the others indicated by et al., e.g.: Jan-Otmar Hesse et al. (eds.)

If there is **more than one place of publication,** state only the first one without any reference to the others, e.g. Hamburg 2002.

Names of places of publication with an appendix are styled as follows: **Frankfurt a.M.**, and not Frankfurt am Main or Frankfurt/Main.

When **repeating a title immediately in the next note,** use ibid. for the title.

Articles from periodicals are cited as follows:

Author, *title of article*, in: periodical title number (year of publication), pages, here page number referred to.

E.g.:
Hartmut Kiehling, *Die wirtschaftliche Situation des deutschen Einzelhandels*, in: Zeitschrift für Unternehmensgeschichte 1 (1996), 1-27.

Hartmut Kiehling, *Die wirtschaftliche Situation des deutschen Einzelhandels*, in: Zeitschrift für Unternehmensgeschichte 1 (1996), 1-27, here 12f.

- **Each note is concluded by a full-stop.**

- The word **editor** or **editors** is always abbreviated as **(ed.)** or **(eds.)**

- **Page numbers** are written without preceding p. or pp., only the **numbers** are given, e.g. 14-37.

- Please write **page numbers** according to the German reference e.g. 15-19, 514-598, 690-730, etc.

- The **edition** is indicated by a superior number immediately before the year of publication, e.g.: Munich ^{3}1998.

- **Number** and **volume** of periodicals: please identify only the number and omit the volume, e.g.: Zeitschrift für Unternehmensgeschichte 1 (1996).

13. Sources

Sources are quoted this way:

E.g.: Minutes of the board of directors, 15 May 1960, in: National Archives Berlin [hereafter NA Berlin], R 1701.

[Title of source, date, pages, in: name of archive, record groupe].

A repeated Archive is used in the short form: e.g. NA Berlin, R1701.

Several sources in the same archive department:
Minutes of the board, 15. May 21960; Attachment for the meeting of the supervisory board, 12. June 1960; letter Miller to Taylor, in: NA Berlin, R 1504 Siemens Ltd.

14. Data storage devices

Please send your manuscript, preferably in the MS Word Document format, to the email address:
ahschneider@unternehmensgeschichte.de

You may also send your manuscript to the editors on a CD-ROM together with the **identical text** printed out. Tables, Diagrams and Pictures should be attached or saved as individual files, and the storage device should be labelled as to which software application was used.

15. Instructions for delivery of imagedata

In the following sections we supply our authors with essential information for the preparation and delivery of image data for book and journals in all specialist fields. This is aimed at creating the best possible image quality in all (digital and analog) publication media. Some of the terms have embedded links that provide additional information.

General

- Please could you send some images to us for to look at in advance, if your manuscript contains more than 30 illustrations. The figures should reflect a representative cross-section.
- Only deliver images to which you hold the copyright, which can be used copyright-free or for which the image copyright has been clearly resolved or settled.
- Please supply all images in digital and fully processed form. Only in this way can we ensure quick and high-quality reproduction. The publication quality always depends directly on the quality and size of the delivered data.

- In exceptional cases (e.g. if no digital data are present) it may be possible, following consultation with the responsible editorial office, to supply originals and non-digital reproductions (photographs, transparencies, drawings). Please provide these with the name, working title/chapter/image number and the date. The alignment of the image should be clearly indicated.
- In addition to digital image data for all pictures and graphics, please also send a PDF file which illustrates the final data and image sections. The PDF file enables us to check whether all information has been correctly processed. One exception to this rule is delivery of data for ScholarOne: in this case you can simply upload the definitive image data in the corresponding format.
- Naming of the files: chapter/image number (e.g. Fig.5.1.tif).
- Please state the number of color and black/white images in your text. Please could you check with us first whether the images should be printed in color or black and white.
- Please mark the passages in your manuscript where an image should be incorporated, using a reference that includes the file name.
- NB! Please supply graphics and text separately, i.e. do not incorporate images in the text.
- Images downloaded from the internet are usually not of sufficient quality (since they have only 72 DPI as standard) and often have unresolved copyright issues. In case you wish to use such images, please contact the copyright owner (request permission and the maximum possible resolution).

16. Creating new image data and processing /checking quality of existing image data

Before creating a new image, please determine which type of image is most suitable. The print quality is always directly related to the size and quality of the submitted data. In general a distinction is made between pixel graphics (photos and line drawings) and vector graphics (eg charts, and diagrams). When creating the image (or when processing an existing image), please select the appropriate software (see overview under 5).
Pixel Graphic: For a high-quality reproduction of pixel graphics resolution and color mode is of crucial importance.

a. **pixel graphic with tonal gradation** (color or grayscale) **without inserted caption**: resolution 300 dpi, color mode: CMYK or
b. grayscale
c. **pixel graphic with tonal gradation** (color or grayscale) **with an inserted caption**: At least 600 dpi resolution, color mode: CMYK or grayscale
d. **line drawings**: 1200 dpi resolution, color mode: bitmap

Vector Graphics: For a high-quality reproduction, it is important that the graphics are created in the desired reproduction size of the
printed book.

- **Image size and proportions:** Ensure that the image is not too large in relation to the text and to the content of the illustration. Do not consider each image in isolation but instead in the context of the other images. When creating drawings with a graphic program, please draw in original size so that the font size of the image caption remains uniform.
- **Font and font size:** For all images use a sanserif font only, e.g. Univers, Helvetica, Arial. The correct font size for the final image representation is 2.0 mm for numbers or capital letters. This corresponds to an 8 point font of the Univers font.
- Please create a new layer for text when you add captions to pixel images. This way it is possible for us to access directly the caption if changes are necessary.

- **Lines** must always be defined with a value, i.e. with a line width. Under no circumstances may "hair lines" be used which are much too fine for printing. The minimum line width is 0.15 mm (corresponding to 0.425 pt), while the standard line width is 0.25 mm.
- **Graphic elements / halftone fields:** Use neutral gray tones of 20% to maximally 80% and a differentiation of at least 20% when several gray tones need to be used in the same image. Please do not use graphic elements such as lines, dot matrixes and gray fields for decorative purposes, but instead only when required by the content of the image.
- **Digital cameras**: Please take photographs using the highest possible quality level and do not change this after downloading from the camera. The photographs should then be delivered in JPG or TIF file and in RGB mode.
- **Scanning of analog source materials (e.g. photos)**: Please produce scans with the resolution stated in the table "Parameters for various image types" (p. 7/8). Scanned images can be supplied in gray tones or in RGB mode.
- **Scanning of halftone source materials**: Previously printed images should be used as source materials only in highly exceptional cases (e.g. when no originals or alternative images can be located). Please note that you should descreen the images when scanning. If this does not happen, then there is the risk of a moiré (disruptive pattern) being created due to the poor reproduction quality. Please inform us when delivering such image data, as we might be able to prevent this.
- **Images from the Internet**: The images from the Internet are optimized for the screen and not for the printed reproduction. The resolution of the images on the screen is usually 72 dpi. For the reproduction in print you need 300 dpi. The increase in resolution with no change in image size does not lead to desired outcomes.

We have provided an overview of the parameters for the various image types (see "Parameters for various image types" p. 7/8) for your reference.

17. Supplying data

- Transfer options:
    - E-mail (up to 12 MB)
    - FTP server (please request the access data)
    - Data carriers (CD-ROM, DVD etc.)
    - Uploading in ScholarOne (journals)
- Compression as ZIP archive: please compile all the files in one folder and create a ZIP file from this (e.g. using the FileZip software).

18. Checklist for Images

☐ Are all the images present and complete? Please could you inform us about the number of files.
☐ Have you delivered sample pictures to the publisher?
☐ Are the **captions** for the image files included? Are they clearly assigned to the correct work/chapter?
☐ Do you have all the **copyrights** for publication? Do they need to be acknowledged within your publication?
☐ **Compression**: have the files been correctly compressed?
☐ Have the images been saved individually in the correct **image format**?

       Line drawings - EPS, AI, SVG
       Halftone images - TIF, JPG
       Digital camera - JPG

☐ Do the images have the **optimal resolution** in their final format?

       Halftone (color or black/white) = 300 DPI
       Line drawing = 1200 DPI
       Combination of halftone and line = at least 600 DPI, ideal = 1200 DPI
       Screenshot = at least 288 DPI (a whole-number multiple of 72 DPI)

☐ Has the photograph been saved in **black/white** or in **CMYK mode**?
☐ Is the **line width** sufficient?

       Minimum line width 0.15 mm (0.425 pt), standard line width 0.25 mm.

☐ Do the **font type** and **font size** correspond to the De Gruyter specifications?
☐ Do the **gray tones** in fields amount to at least 20% and maximally 80%?
☐ Are **pdf-files** being supplied to the publishers for reference?

19. Technical details

a.   *Image Data Parameter*

An image file is composed of either pixels or vectors (mathematically defined lines, circles, curves). Consequently, only a vector graphic can be scaled to any dimension without a loss of quality. In order to reproduce a pixel image of a certain size with razor sharp lines, it is necessary to have a minimum number of pixels (resolution) depending on the medium used.

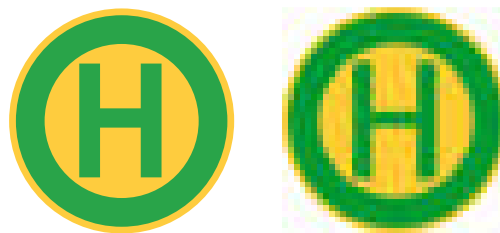Illustration 1: Direct comparison of a vector graphic (left) and a pixel graphic (right)

b.   Calculate the size and resolution of pixel graphics

The formula for converting pixels to mm

       Size in pixels × 25.4 / DPI number = Size in mm
       Example: 945 × 25.4 / 300 = 80 mm

The formula for converting mm to pixels:

Size in mm × DPI number / 25.4 = size in pixels
Example: 80 mm × 300 / 25.4 = 945 pixels

- The delivered images should have a width equal to at least the width of the type area (in the case of large-format journals at least the column width) and have a resolution in accordance with the table "Parameters for various image types".
- In the case of images occupying an entire page or to be printed in landscape format, the type area height should be considered as well. In the case of image sections the area to be printed must meet the minimum resolution requirements.
- Screenshots form an exception to this rule (see sreenshot instructions p. 10).
- Please double-check the size of your book with your editorial contact.

Dimensions of the type area and pixel specifications (using the example of halftone images in 300 DPI):

Book format, small / journal format, small (155 x 230 mm):
Type area: 116 × 183 mm (116 mm ≙ 1,370pixels; 183 mm ≙ 2,161 pixels)
Book format, large (170 x 240 mm):
Type area: 122 × 193 mm (122 mm ≙ 1,441 pixels; 193 mm ≙ 2,280 pixels)
Journal format, large (210 x 280 mm):
Type area (double column): 170 × 238 mm (170 mm ≙ 2,007 pixels; 238 mm ≙ 2,811 pixels)
For a single column image: 84 × 238 mm (84 mm ≙ 992 pixels; 238 mm ≙ 2,811 pixels)
You can use the pixel calculator on our website to carry out conversions.

c.   Checking size and resolution of a pixel graphic for Windows XP

Click on the image with the right mouse button and go to Properties. Here you can see the size and resolution in pixels.
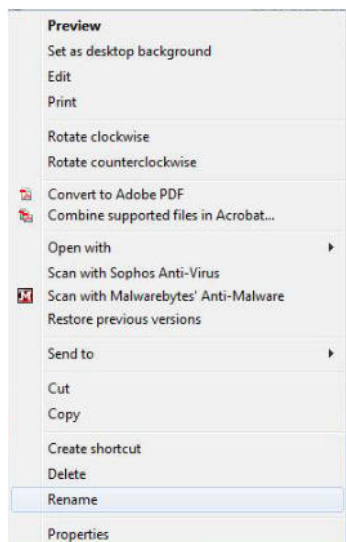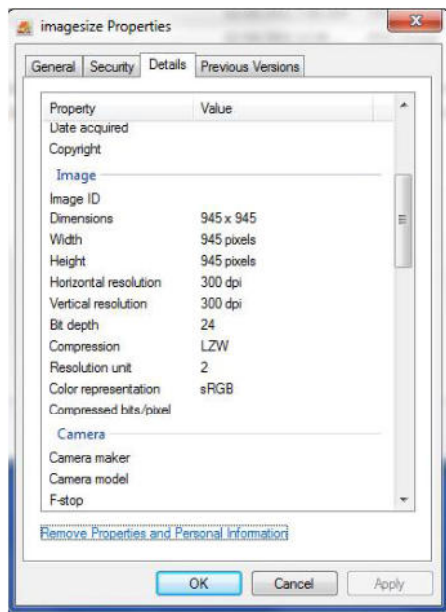
d. Checking size and resolution of a pixel graphic for Windows 7

1. open Windows Explorer to the folder containing the image file
2. select the desired file
3. right-click and select Properties
4. in the Properties window select the Summary tab and
5. click Advanced

e. Checking size and resolution of a pixel graphic on a MAC

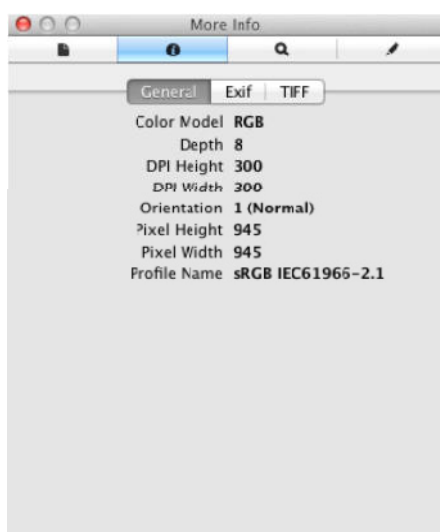Click on the image with the right mouse button and go to the tab General.

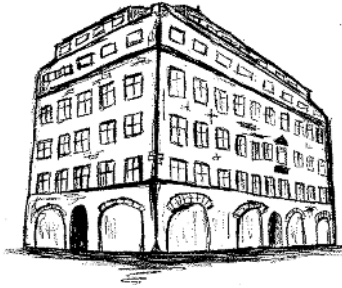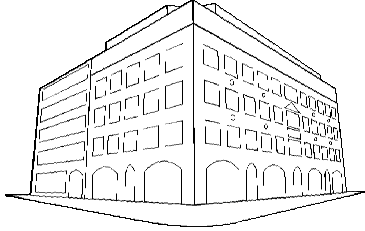|	Image type	Example of motif	Required (minimum) resolution	Color mode	Recommended software, (commercial software)	Requested file formats	Remarks
	Pixel graphic (half-toneimage) black/white	Photograph	300 dpi	Grey shades	Gimp, Irfanview, (Adobe Photoshop)	TIF, JPG	Please use JPG only for original data from digital cameras
	Pixel graphic(halftone image) color	Photograph	300 dpi	CMYK	Gimp, Irfanview, (Adobe Photoshop)	TIF, JPG	Please use JPG only for original data from digital cameras
	Combination of pixel graphic (halftone image) and line (image-line combination)	Photograph	At least 600 DPI (ideal 1200 DPI)	Grey shades or CMYK	Gimp, (Adobe Photoshop)	TIF, JPG	Processing possible in pixel-based and vector-based program

	Image type	Example of motif	Required (minimum) resolution	Color mode	Recommended software, (commercial software)	Requested file formats	Remarks
	Line drawing (line art)	Drawing	1200 dpi	Bitmap (only black/white, no gray tones)	Gimp, (Adobe Photoshop)	BMP	
	Vector graphic	Illustration, technical drawing, diagram	Line width, font size (irrespective of resolution)	Grey shades or CMYK	Inkscape, (Adobe Illustrator)	EPS, AI, SVG	Please embed fonts

Please note:

- Programs such as MS Word, Excel and Powerpoint are NOT suitable to transfer pixel graphic.
- The required resolution refers to the final sizes of the images or of the image section.
- In the case of TIF files, an LZW compression is possible.

[Source: Verlagsgebäude De Gruyter Berlin, Photo: Kira von Moers]

20. Instructions for creating screenshots

20.1. What you need to do

- Optimize the monitor screen resolution (number of pixels) in the graphic card menu of your computer.
- Clear type deactivation of your monitor: right mouse button on desktop --> Properties --> Display --> Effects --> Anti-Aliasing = Standard
- Increase the size of the window on your screen of which you wish to make a screenshot as much as possible.
- In your internet browser you should use the zoom function to increase small lettering.

Internetbrowser	Keystroke combination
Firefox	Ctrl + +
Internet Explorer /Google Chrome	Ctrl + +
Safari	Ctrl + + or CMD + +

- Repeat this action until the lettering and graphics are easily readable and recognizable in a paper printout.
- The x and y aspect ratio (width × height) must always be retained in order to avoid distortion.

20.2. What you should NOT do

- Do not paste or process your images in Word, Excel, PowerPoint or other Microsoft Office programs or in Open Office programs.
- Send us only the separate image data for the presentation and adjust the images (print size, resolution, page width) as described in Point 4.

21. Keystroke combinations for creating screenshots

Windows operating systems

Keystroke combination	Result
Ctrl + Alt + Print	Saves an active window in the clipboard
Ctrl + Print	A shot of the entire screen is saved in the clipboard

Apple operating systems (older models use the Apple key instead of CMD)

Keystroke combination	Result
CMD + Ctrl + Shift + 4	Saves an active window in the clipboard
CMD + Ctrl + Shift + 3	A shot of the entire screen is saved in the clipboard
CMD + Ctrl + Shift + 4 , then Spacebar	Any selected area of the screen is saved in the clipboard

Linux operating systems

Keystroke combination	Result
Ctrl + Alt + Shift + Print	Saves an active window in the clipboard
Ctrl + Alt + Print	A shot of the entire screen is saved in the clipboard

22. Processing and saving the image from the clipboard

- Open an image processing program on your computer.
- Free programs are available, such as *Irfanview* (Win); *GIMP* (Win); *GIMP* (Apple); *GIMP* (Linux) ... *(link italic words to the download)*
- With Ctrl + v you paste the screen shot from the clipboard into the program.
- Irfanview – in the Image tab, select Print size.
- GIMP – in the Image tab, select Print size.
- Change the resolution from 72 PPI (DPI) to 288 PPI (DPI).
- When doing this, ensure that the aspect ratio remains unaltered.
- The physical image width must be higher than the following values; you can double-check this by making a paper printout.

Books	Journals
Small format = 4.57 inch	Small format = 4.57 inch
Large format = 4.80 inch	Large format 1 col. = 6.69 inch | Large format 2 col. = 3.30 inch

Save image in TIF format as *.tif (when asked about compression, select "NONE")