

Editorial Style Guide

ISB*Insight* aims to reach an informed but non-specialist audience of practitioners and researchers. We like contributions that are in-depth and rigorous but also accessible, engaging and concrete. In other words, contributions that leave the reader with an Aha! moment. No academic journalese please! To get a sense of what we're looking for, see the sample articles available elsewhere on our website. Below are some broad guidelines:

Language and Usage

- The Economist Style Guide (freely available online at economist.com/styleguide) is an entertaining and opinionated guide to the common pitfalls on the way to effective writing. Please refer to it when in doubt.
- We understand that presenting research means that you have to introduce and define new terms and technical concepts. Please make sure to explain any such terms the first time you use them.
 - Avoid technical terms in the title.
 - If you must use technical terms in the blurb, do define them clearly.
- Avoid jargon. In case you're in doubt about whether something is or is not jargon, please check the Economist Style Guide (see above).
- Wherever possible, use concrete examples and case studies to illustrate your argument.
- Conclude with clear take-aways for the reader. For example, what are the three things you would want your reader to remember about your topic/argument on say, the "Indian way" of managing acquisitions.
- To the extent possible, use the active voice.
- Please avoid gendered language. Instead of "mankind", use "humanity". Instead of chairman, use chairperson.

Structure

- Do pay attention to the main title. Is it short and catchy (upto 10 words)? Does it capture the essence of your article?
- Ideally, keep paragraphs short, upto a maximum of 150 words. Think about breaking up your exposition/argument into shorter chunks.
- Sub-sections are useful for pacing and re-orienting the reader. Please introduce short sub-titles into your contribution, ideally every 300-400 words.
- Subtitles should also be short - preferably no more than four to five words.

Citing and referencing

- We prefer that source information be provided for all quotes and data, and for other claims that may not be 'common knowledge'. To the extent possible, try to weave in source reference details into the text itself.
 - For instance, you could say "As Ram Guha said in his March 2013 article in *The Caravan*..."
 - This kind of in-text reference may become cumbersome with book chapters or longer references. In that case, you may consider providing a few references for "further reading" as below.

- A brief “For further reading” section at the end of your contribution (no more than six to ten references) can help readers who would like to follow up on your sources.
- Please make sure to include the following details: author (including institutional author), title, publisher, year and for journal/ magazine articles, the name and date of the publication. For book chapters, do also provide editor information as applicable.
- Please be consistent in reference style used. For more details on how to format references, please see below.

Keywords and Abstract

- Please provide up to six keywords for your contribution so we can index it appropriately.
- Do include a brief abstract of up to 100 words describing your contribution, highlighting why it might be of interest to the non-specialist practitioner.

Illustrations

- We like charts, graphs and tables. Please use them if they will help get your point across.
- Please provide illustrations in Excel format for easier processing.
- Please clearly label all data and axes in your tables or graphs.
 - Make sure to specify units.
- To save space, do not repeat information you have shown in a graph in table form or vice versa.

Spellings

- We prefer British spelling to American. See the Economist Style Guide for details.
- However, if there is one golden rule, it is: be consistent. Do not write “centre” in one sentence and “center” in the next.
- Many words do not need hyphens to separate them. In 2000, it made sense to write “e-mail” (maybe). In 2013, please use “email”. Similarly: online, update, revisit, coordinate, dotcom, laptop, airline.

Numbers

- When discussing Indian data, you may use lakhs and crores but please provide international equivalents in millions and billions.
- Please only spell out numbers below 10.

Acronyms

- Please spell out all acronyms the very first time you use them.
- As much as possible, avoid the use of acronyms in the title, unless they are well known.
- To the extent you can, minimise the use of acronyms. They can make your writing less accessible. In general, if you are introducing too many acronyms to describe ideas – for example, CD for collateral damage – you are straying into the realm of jargon and obfuscation.

Reference Style

Authors contributing to *ISBInsight* can include a brief list of six to ten references “for further reading”. Below are some examples of the style we prefer you use:

Books and Reports

Sankhe, S, IVittal, R Dobbs, A Mohan, A Gulati, J Ablett, S Gupta, A Kim, S Paul, A Sanghvi, and G Sethy (2010). *India’s Urban Awakening: Building Inclusive Cities and Sustaining Economic Growth* (Delhi: McKinsey Global Institute, McKinsey and Company).

Articles in edited volumes

Joshi, Ravikant (2009). "Integrated Townships as a Policy Response to Changing Supply and Demand Dynamics of Urban Growth", in 3ieNetwork, Infrastructure Development Finance Company (ed): India Infrastructure Report 2009 (New Delhi: Oxford University Press).

Periodical /Journal articles

Hogan, T, T Bunnell, C P Pow, E Permanasari and S Morshidi (2012). "Asian Urbanisms and the Privatization of Cities", Cities, 29 (1): 59-63.

Puri, Anjali (2008). "Gated Communities: Free From India?" Outlook India, August 18.

Unpublished / Dissertations

Das, Diganta (2011). "Splintering Urbanism in High-Tech Hyderabad", PhD Dissertation, National University of Singapore.

If you have any further questions, please contact our editors at: Vivek_Dileep@isb.edu or Sriram_Gopalakrishnan@isb.edu