

Making *KeywordPharma* special - instructions for authors

Overview

We are delighted to welcome you as a *KeywordPharma* author and look forward to working with you to produce a polished and sought-after publication for your colleagues in and around the industry.

The *KeywordPharma* library comprises a number of complementary types of publications. All are available for sale individually as e-documents from **ThePharmYard** whilst bulk print purchase or multiple use e-licenses are available directly from the publishers, NetworkPharma Ltd.

The *KeywordPharma* publications are all designed to keep busy individuals in and around the global medical and pharmaceutical industry up-to-date with best practice. Our aim is to make these reviews the most respected of their kind and to cover all the major areas of industry practice.

All *KeywordPharma* publications are:

Authoritative - the authors know their subjects and convey that knowledge in an effective manner.

Relevant – the readership has been clearly defined and their interests specifically addressed.

Succinct – the information is presented in an engaging, visually pleasing and easily digested format.

Helpful – the publication provides the reader with comprehensive pointers to further critical resources to be explored in more depth as and when needed.

Expert Reviews

The aim – to provide specialist reviews about niche topics of interest for industry executives. Each is likely to be appreciated for being a valuable overview rather than the whole story. A comprehensive further reading list will, therefore, be a key feature of each publication for those readers who wish to explore the subject in greater depth.

Format and style – consistent with the overall style and format of the *KeywordPharma* library, the core content of each *Expert Review* will be a maximum of about 6,000 words long and translate into an A4 document of 16 pages including cover. We would normally expect 4–5 figures or illustrations to be included, each of which will reduce the word count by about 200 words.

Additionally, the review will include:

- Executive summary
- Author's introduction
- Author's biography
- Comprehensive further reading list.

Editorial support – Our first priority will always be to provide readers with clear and practical information. Although we have an overall series style, we encourage you to add some personal touches to the publication. We will provide editorial support throughout the entire publishing process so please talk to us if you need guidance and help. All figures and illustrations will be redrawn.

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