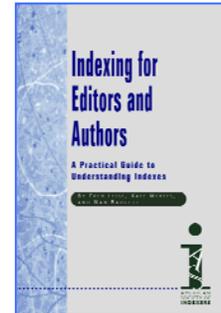


NEWS RELEASE



IMMEDIATE RELEASE

For Information Contact:
Rob Colding
Information Today, Inc.
(609) 654-6500 ext. 330



Indexing for Editors and Authors

New Book Is a Practical Guide for Publishing Professionals Who Work with Indexes and Indexers

May 28, 2008, Medford, New Jersey—Information Today, Inc. (ITI) has announced the publication of *Indexing for Editors and Authors: A Practical Guide to Understanding Indexes* by Fred Leise, Kate Mertes, and Nan Badgett. The book is the newest release in the indexing series published by ITI on behalf of the American Society for Indexing (ASI).

Indexing for Editors and Authors provides guidance for editors, authors, and designers who are not themselves professional indexers, but whose work sometimes requires them to evaluate, edit, or design indexes and work with professional indexers. Written by three experienced indexer-authors, the book describes the various types of indexes, the characteristics of good indexes, and common formatting considerations. The authors share dozens of practical tips and more than 100 examples of good and bad indexing practices. Publishing professionals learn not only how to edit and index but also how to hire freelance indexers and maintain successful editor/author/indexer relationships.

“As the title makes clear, this book is intended for editors and authors, but I suspect many indexers will learn quite a bit from it as well,” states Dan Kirklin, Managing Editor at Liberty Fund, in the book’s foreword. “In the compass of 100+ pages, [the authors] have laid out the essentials of indexing: the who, what, when, where, and how—and the how much as well. ... From the basic principles of indexing ... to the details of the type of software that indexers use to facilitate the work or how best to find the indexer you need for your specific project, the book is loaded with relevant information. ... after reading it for the first time, you’ll never think about indexes, indexing, or indexers quite the same way again.”

—more—

Chapters in *Indexing for Editors and Authors* include:

1. What Is an Index?
2. Numbers and Types of Indexes
3. Characteristics of a Good Index
4. Index Style and Format
5. Index Length and Index Space
6. Author/Editor/Indexer Relationships
7. Hiring an Indexer
8. What the Editor Needs to Tell the Indexer
9. Editing an Index Without Tears
10. Electronic Files

The book's appendices include ASI's Recommended Indexing Agreement (the boilerplate language for contracts between publishers and indexers, as approved by the professional association); a list of additional resources including books, journals, organizations, and indexing software firms; and a glossary of indexing terms. The back-of-book index was created by Fred Leise, one of the book's three coauthors.

About the Authors

Fred Leise is co-founder of Intuitect and previously worked as an information architecture (IA) consultant, providing IA and taxonomy development services. He is the current President of ASI.

Kate Mertes is sole proprietor of Mertes Editorial Services, providing indexing, information retrieval, and editorial expertise for projects in law and the humanities. **Nan Badgett**, who does business as Word-a-bil-i-ty, has been providing indexing and editorial services to publishers, corporate clients, and authors since 1991.

Indexing for Editors and Authors: A Practical Guide to Understanding Indexes (160 pp/paperback/ \$40.00/ISBN 978-157387-334-5) is published by Information Today, Inc. (ITI) on behalf of ASI. For more information or to place an order, contact the publisher directly at (800) 300-9868 [outside the U.S. call (609) 654-6266]; fax (609) 654-4309; email custserv@infotoday.com; or log on to the ITI Web site at www.infotoday.com.

###