



GUIDELINES FOR CONTRIBUTORS

Business and Social Sciences

1. Introduction

These notes are intended to help you prepare a chapter that will harmonize with other contributions and minimize additional work. A neat, well-prepared text with minimum formatting will enable the copyeditor, typesetter, and proofreader to do their work efficiently. Careful preparation of the chapter will also reduce the amount of correction required at proof stage. Please remember that amendments and corrections are both costly and time consuming at all stages and may increase the list price of the book as well as delay publication.

Our typesetters will use your electronic files to ensure the accuracy of the text and minimize the number of errors introduced during typesetting. Please follow the guidelines closely. Always ensure that the version of your chapter on CD is the final revised version and that it matches the paper copy of the chapter exactly.

The chapter should not exceed the length specified unless by prior agreement with the editor. Figures and tables should be included in the word count with each figure counting as 500 words and each table as 300 words.

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Libel

Please ensure that you do not make any defamatory or injurious statement about living persons, institutions or other organizations which could result in libel claims.

2. Presentation

Present your chapter as simply as possible. Do not do any designing or formatting as complex formatting will have to be stripped out. It will take up more of your time and will also complicate and delay the production process.

The chapter should be set out double-spaced (including quotations, bibliography, references and notes), with wide margins (1.25 inches or 3 cm wide). Please use the same typeface throughout.

All text should be ranged left, unjustified and without hyphenation for word division at the ends of lines. Use hard carriage returns only to end headings and paragraphs and to signify indents. Use tabs to identify new paragraphs.

Be careful not to key in unnecessary spaces: only one space is necessary at the end of a sentence after a full point. One space must be keyed after a comma or other punctuation and before an opening parenthesis. There is no space following full points after initials (Mr J.B. Smith) or between acronyms (USA).

Your chapter should contain a logical sequence of main sections, preceded by a heading and each of these headings can be divided into further sub-sections. Leave additional spacing above and below section headings and above and below indented quotes (see section on Quotations).

Text should be saved as a .doc file. A current version of Microsoft Word is recommended because it is so widely used. If you are not able to use Word we ask that you save files in rich text format. Figures should be saved in separate files. The original figures files should be supplied in a separate file. Do not embed figures in the text. (See Appendix A.)

When you are ready to submit your final chapter use the 'Save as ...' option to save the most recent version of your electronic file and then print out one hard (i.e. paper) copy of the complete chapter on one side of the paper only. Send this copy and the electronic files on CD to your editor. You should, of course, retain one hard copy of the text for safekeeping. Please ensure that what is on the CD exactly matches the hardcopy.

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Please look over the hardcopy to ensure that pages, tables and figures, etc. appear correctly. This will minimize potential delays.

Secure your chapter with elastic bands rather than binding it in any way.

Appendix A: Figures and tables

Figures, tables, maps etc. should be created in black and white only and should be sharp, clear and legible and with the minimum line weight greater than hairline. If artwork is scanned use 300 dpi for grayscale (image size should be c1600 x 2600 pixels) and 1200 dpi for line drawings. Please provide figures suitable for use in the finished book.

Tables, figures, maps and other artwork previously published will require permission and it is the responsibility of the contributor to clear this prior to the chapter submission, and to advise us what form of acknowledgement is required by the copyright holder. (See pages 2-3 for more on permissions.)

You should supply all figures, graphs, maps etc. at the same time as the final manuscript. These should not be embedded in the text, but should be supplied separately.

Tables should be set out clearly using only horizontal rules. They may need to be re-keyed by the typesetter.

Figure and table captions should be included in the chapter with an appropriate note indicating clearly where each figure or table is to appear. All figures and tables should be numbered consecutively within each chapter.

Inclusion of photographs is discouraged unless absolutely necessary. Please contact your commissioning editor to discuss further.

Appendix B: House style and spelling

The main points of style to which we prefer our books to conform are outlined here but we are happy to accept any reasonable consistent style. We would stress the three 'c's as criteria in all cases of doubt: common usage, consistency and, above all, clarity. Remember that direct quotations should not be changed to conform to our house style but should appear as in the original.

ABBREVIATIONS are usually expressed without full stops.

ACCENTS are retained in foreign words, except in French upper case.

COMMAS should be omitted before the final 'and' or 'or' in lists unless the concepts in the list are complicated and the comma aids clarity. Commas are usually unnecessary after adverbial phrases or conjunctions, especially when they begin a sentence - for example: yesterday, however, at last, during the summer.

DATES should be written 18 August 2007 and decades should be the 2000s without an apostrophe.

FULL POINTS are not needed after headings (including table headings), sub-headings or figure captions or after names and addresses printed below prefaces or in, for example, specimen letters.

HYPHENATION - Avoid using hyphens wherever possible, unless doing so makes the text confusing.

NOTES - It is our house style to use endnotes for ease of copyediting and typesetting as well as for ease of reading. Insert superior figures in the text at the appropriate point, with each chapter starting a new sequence of numbers.

NUMBERS in the text up to and including ten should be written out in full unless accompanied by a unit of measurement, for example 3 kg, 5 m or 2 per cent but two girls, etc. Numbers that begin sentences should be spelled out. Numbers over 10 should appear in figures, unless used in general terms - for instance, about a hundred people. Four-digit numbers should appear closed up (without a comma). Five or more digit numbers should appear with a space e.g. 23 000. Decimal points should appear as full stops on the line. Please mark clearly the difference between capital O and zero and between lower case l and figure 1 where necessary. 'Billion' is now more commonly used in its American meaning of a thousand million so it is best to make it clear early in the book in which sense it is used.

PARENTHESES (round brackets) should be used for simple interpolations, with square brackets used for editorial notes or interpolations in quotations.

QUOTATIONS/EXTRACTS must be an exact reproduction of the original in both spelling and punctuation even if this conflicts with the style in the rest of the book. Use single quotes for extracts in the text of less than 50 words in length and double quotes for quotes within quotes. For extracts exceeding 50 words in length material should be indented from the left margin, with space above and below and quotation marks omitted. Mark as 'extract' in the margin. Any notes or editorial comment within the extracts should appear in square brackets and any omissions should be indicated by 3 dots followed by a full point if it occurs at the end of a sentence. Ensure that opening quotation marks are distinguished from closing quotation marks.

SPELLING should be standardized. It is helpful if you can supply a separate list of decisions made about spellings. Where a dictionary gives alternative spellings for some words please use the -ize suffix where possible.

SYMBOLS - If there are Greek letters or logical and mathematical signs in the text it would be helpful if a separate list of these characters could be sent in with the text for the benefit of the typesetter. Distinguish carefully between superior and subscript characters and underline any characters to be set in italic.

Omit apostrophes in plurals, for example 1950s, MPs.

Avoid too much emphasis. Italics should be used sparingly for emphasis.

Replace parochialisms such as 'in this country' or 'this year' with the country name or specific year.

In lists use 1,2,3, and so on for major lists and a,b,c for lists within major lists.

Appendix C: Words ending in -ise, -ize, and -yze

(i) Use -ize in preference to -ise as a verbal ending in cases where both spellings are in use. Generally corresponding to the Greek -izo, it is added to form verbs to the stems of nouns ending in -ism, -ization, -izer, -y, and to complete nouns.

Examples:

agony	agonize	criticism	criticize
appetizer	appetize	philosophy	philosophize
civilization	civilize	standard	standardize
colony	colonize	transistor	transistorize

Verbs in -ize formed on proper names:

bowdlerize, galvanize, macadamize, pasteurize.

(ii) The ending -ise must be used when the verb corresponds to a noun having -ise as part of the stem, e.g. in the syllables – vis- (seeing, as in televise), -cis- (cutting, as in excise), -mis- (putting, as in compromise), and when it is identical with a noun in -ise, as in exercise, surprise.

(iii) Nouns with endings other than -ism, -ization, -izer, and -y, such as those in -ition and -ment, are not usually associated with verbs in -ize (or -ise). Exceptions are aggrandizement/aggrandize, recognition/recognize, and others noted in *The Concise Oxford Dictionary* as 'assimilated to verbs in -ize'. Reference should be made to COD and Collins' *Authors' and Printers' Dictionary* in doubtful cases.

Some of the more common verbs in -ise follow:

advertise	demise	excise	promise
advise	despise	exercise	revise
analyse	devise	franchise	supervise
apprise	disfranchise	improvise	surmise
arise	disguise	incise	

(iv) -ise is also a termination of some nouns:

compromise	enterprise	franchise	surmise
demise	exercise	merchandise	surprise
disguise	expertise	reprise	

(v) In verbs such as analyse, catalyse, paralyse, -lys- is part of the Greek stem (corresponding to the element -lusis) and not a suffix like -ize. The spelling -yze is therefore etymologically incorrect, and must not be used.

Appendix D: References

Scholarly books must contain references to sources and the usual practice is to include these in an alphabetical bibliography at the end of the book or in an alphabetical list of references at the end of the chapter. Please include US as well as UK publishers where known. References to other publications should be organized using a simple reference system in the text, for example quoting the author's name, original year of publication, year of publication of edition consulted (where applicable), and page number (e.g. Smith [1776] 1976, p. 81). This can then be expanded in the bibliography or list of references.

Bibliographical entries should be listed in alphabetical order and should contain as much of the following material as appropriate in this order:

1. Name of author, surname first in upper and lower case, followed by name or initials. Where there is more than one author use name or initials followed by surname for second and subsequent authors.
2. Year of original publication (in parentheses) followed by a comma)
3. Title of article (in single quotation marks followed by a comma)
4. Title of book, periodical, journal, thesis, (in italics and followed by a comma). Book titles should be preceded by the author's or editor's name where different from 1 above
5. Volume or issue number, volume number in bold, issue number in parentheses followed by a comma
6. Place of publication (followed by colon)
7. Publisher (followed by a comma, if page numbers or details of subsequent edition follow, or a full stop)
8. Opening and closing page numbers (for chapters in edited volumes and journal articles)

This should be set out as follows:

for a book reference:

Stanton, Angela A., Mellani Day and Isabell M. Welpel (eds) (2010), *Neuroeconomics and the Firm*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

for a book reference where a subsequent edition is cited:

Smith, Adam (1776), *An Inquiry into the Nature and Causes of the Wealth of Nations*, reprinted in W.B.Todd (ed.) (1976), *Glasgow Edition of the Works and Correspondence of Adam Smith*, vol. I, Oxford: Oxford University Press.

for a chapter in an edited volume:

Beck, Matthias and Steven Toms (2009), 'Accounting disclosure and human rights in the oil industry', in Christine A. Mallin (ed.), *Corporate Social Responsibility*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing, pp.194–215.

for a journal article:

Lipsey, R. and K. Lancaster (1956), 'General theory of second best', *Review of Economic Studies*, **24** (63), 11–32.





















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Our recommended style for web references is:

Kuoppamäcki, P. (2003), 'Jokes about economists and economics', available at <http://netec.mcc.ac.uk/JokEC> (accessed 12 December 2008).

Appendix E: Common proofreading marks

Instruction	Textual mark	Margin mark	Comment
No corrections on this page	[None]		Mark indicates that the page has been looked at.
Leave unchanged ('stet')	<u>InterColor</u> consortium		Often added to cancel an instruction wrongly requested.
Remove unwanted marks	under ^o no circumstances		May be applied to blemishes in reprographics
Refer to appropriate authority	<u>InterColor</u> consortium	?	For use when the proofreader is unsure, or where a style guide can be referred to
Insert new matter	The red hen	little /	
Insert additional matter	required / However, as		Additional matter is supplied on a separate sheet marked with reference letter.
Delete	See the table on page 5.		(In practice, these are usually the same in modern typesetting: 'close up' can be inferred from context.)
Delete & close up	See <u>the</u> table on page 5.		
Substitute character	The little red hy n	e	
Substitute string of characters e.g. word	The little red hen	black	Vertical marks at end of line help to indicate boundaries.
Wrong type font used; replace with correct font	Too <u>many</u> cooks		(May also need to refer to style guide or give type specifications.)
Insert a full point	This sentence must end /		(The encircling ring helps to identify the character, which might otherwise be mistaken for a spot on the proof.)
Insert a colon	This clause has a point /		
Insert a semi-colon	This is wrong / I should	;	(In this example, a semi-colon is being substituted rather than inserted.)
Insert a comma	Fish / chips and peas	. or	(As a comma is so small, to circle it might be wise.)
Insert single quotes	The / liberated / territory	' '	The additional mark under the punctuation helps to indicate the superscript positioning
Insert double quotes	The / liberated / territory	" "	
Insert apostrophe	The child s pajamas	'	
Substitute character in superscript or subscript position	23,500 m 3 of lumber	³	
	An escape of CO 2 gas	₂	

Instruction	Textual mark	Margin mark	Comment
Set in or change to italics	An <u>incredible</u> fortune		
Set in or change to bold	An <u>incredible</u> fortune		
Set in or change to bold italics	An <u>incredible</u> fortune		
Set in or change to capitals	When in <u>Rome</u> , do as		
Set in or change to small capitals	<u>When in Rome</u> , do as		(Some typefaces have a complementary 'expert set' containing small capitals.)
Capitals for initials; rest in small capitals	<u>When in Rome</u> , do as		
Change capitals to lower case	<u>FAILURE</u> is seen		
Change small capitals to lower case	<u>FAILURE</u> is seen		
Change italic to roman	An <u>incredible</u> fortune		
Start new paragraph	are confirmed. <u>The new name for the company is</u>		
No new paragraph; run on	are confirmed. <u>The new name for the</u>		
Insert space between characters/words	This type <u>face</u> is called	 or 	# is typographer's shorthand for 'space'.
Close space between characters/words	This type <u>face</u> is called		
Indent text by amount indicated	are confirmed. <u>The new name for the company</u>		(An em is a space equal to the body size of the type; other units of measure could also be used e.g. millimetres.)
Cancel indent	are confirmed. <u>The new name for the company</u>		
Transpose characters	Accidents <u>ah</u> ppen		
Transpose words	This <u>fat</u> <u>full</u> cheese		
Take over to new line	Cider apples have been <u>a</u> major source of income		
Take back to preceding line	Cider apples have been <u>a</u> major source of income		

that
handy (4)

18 pt Roman

Insert
page (272)

7. FLEXIBLE EMPLOYMENT IN THE U.S.A

McGlashan and
Kay/Glasgow, Rebecca Ellis & Doug Glasgow (14 pt bold)

1 pt
mcc

7.1 Introduction (12 pt caps)

In this chapter, we examine the state of contingent and alternative work in the United States. The situation in the U.S. is not necessarily an increase in flexible work, but a significant change in the way that work is being arranged (Micco, 1999). Employee-employer contracts are more varied in design than the typical permanent work contract. The U.S.A has also seen a tremendous growth in staffing services and alternative work agencies (i.e., temporary help agencies, independent contracting firms, outsourcing), as a result of a changed 'mindset' about employment in the U.S.A. According to the U.S. Bureau of Labour Statistics, in February 2001 approximately four per cent of workers considered themselves to be contingent workers, and 9.4 per cent considered themselves to be in alternative employment arrangements.

We first examine the larger labour market context in the U.S., including a discussion of the general economic and employment trends during the 1990s. We then describe the institutional framework, including industrial relations and the legal framework and regulations surrounding employment. We then turn to an in-depth examination of the existing data on the demand for alternative employment (i.e., the distribution of these arrangements across general industry and occupational categories), as well as the supply of

^{ing}
 This means to consider ^{ing} other forms of regulatory institutions affecting the employment relationship, such as codetermination, collective bargaining and social security systems guaranteeing a steady income stream against risks (Schmid, 1994). Moreover, a ^{myriad} of individual habits, values and preferences, group routines and norms have to be taken into account. Habitual, routine, and imitative behaviour is, according to Schmid (1994), the reason that even identical formal rules of the game might be played quite differently and different formal rules might end with the same results. To the extent that these norms and values affect individual expectations of the continuation of the employment relationship they may also have an impact on ^{the way} ~~how~~ regulatory regimes are played out in practice. Thus, the use of contingent employment may be influenced by other institutional arrangements than statutory law.

In order to address these issues, this volume will focus on the following questions:

- What are the driving forces for the use of contingent employment?
- How are contingent employment relationships regulated?
- How are institutional frameworks affecting the use of contingent employment?

x - height
 need
 bullets

italic

1.2 A Comparative approach (12 pt caps)

We have chosen to compare the development of contingent employment in five European countries (Sweden, The Netherlands, The U.K., Spain and

sortation of business mail, before injecting it into the Royal Mail's network for the final delivery of items.

As part of the current price control that was agreed in 2006, the 'access headroom control' was introduced into Royal Mail's license, requiring it to retain a minimum headroom between Second Class bulk mail retail products and equivalent access products, to ensure that profitable entry could occur. For example, if the retail price is 18p, given required headroom of 4p, then the access price must be less than 14p.

Within the bulk mail retail market alternative postal operators guarantee to deliver mail within two days of posting whereas Royal Mail Second Class service offers a 2-3 day delivery service. Royal Mail also has Third Class bulk mail service where delivery is between three and seven days. However, there are no equivalent Third Class access products, or any regulated headroom provisions with respect to these services. Given the longer delivery timescale, Royal Mail prices its Third Class bulk mail services lower than its Second Class service. In addition, a number of bulk mail retail products attract further discounts if they meet certain criteria.

3 REASONS THAT ANTI-COMPETITIVE INVESTIGATION/ ARE INITIATED

2 5 k

Anti-competitive investigations arise either as a result of complaints received from operators or customers in the market or from own initiative investigations. Postcomm in its Enforcement Guidance (2008) established procedures for the preliminary assessment of complaints and the launching of formal investigations. In 2010 Postcomm (2010c) published a statement setting out its prioritization principles for projects. This guidance shows that Postcomm will consider the impact of any intervention and will only open a full investigation where it would be an appropriate use of Postcomm's resources to do so.

Rivals complain principally when they consider that the conduct of the incumbent is seeking to exclude them from the market. Incumbent postal providers may seek to exclude rivals by creating barriers to entry through price-based exclusionary conduct. For example, the incumbent firm may adopt a *predatory strategy* when a new firm enters the market, reducing prices to below its avoidable costs so as make it difficult for the entrant, to compete and force it to exit the market. Following exit of the entrants, the incumbent is then in a position to raise prices – although in European case law the ability to recoup losses is not a requirement to show that an incumbent has preyed. If an incumbent establishes a reputation for such conduct then entrants can be deterred from entering in the first place.

While regulators may seek to facilitate entry by mandating access to certain parts of the postal network, the incumbent may be able to retain a strategic advantage. This may arise due to the terms and conditions related to access provision being overly onerous or if they are set in a way that favors their own retail arm. This can take the form of a *margin squeeze* where the margin between the retail price set by the incumbent and the wholesale price is insufficient to allow the entrant to compete.

Other exclusionary behavior can include vertical restraints such that an incumbent may have a series of *exclusive purchasing agreements* with most large customers in a particular area, which could limit an entrant's ability to operate on a viable scale. Alternatively an