

An ITC Guide to Style for Publishing

THIRD EDITION



International
Trade
Centre

EXPORT IMPACT FOR GOOD

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The first edition of this guide was prepared by Leni Sutcliffe, former ITC senior editor, with contributions from former editors Mira Intrator and Alison Southby. The elements for the guide were drawn from publishing practices at the United Nations and the World Trade Organization, as well as decades of publishing experience at ITC.

The second edition was issued by Alison Southby. The third edition was developed by Natalie Domeisen, ITC publications manager.

The publishing industry has evolved, and so have the strategic and publishing needs of ITC. This edition reflects feedback from ITC staff about their latest needs. Sue Pfiffner, a long-term ITC freelance copy editor, researched style guides from other organizations and updated this edition based on extensive suggestions from the ITC publications team. Peer review was conducted by Dianna Rienstra, an experienced freelance editor for ITC and other trade-related organizations, and Erica Meltzer, a former UNCTAD communications manager and a certified editor and translator for the United Nations.

Special thanks to Isabel Droste and Carmelita Endaya for their contributions to all of these editions, and for their excellence in providing copy-editing and quality-control services for ITC publishing operations.

If the engine of the guide is in its contents and structure, the design is also important in communicating the information to managers and users.

This edition reflects Kristina Golubic's powerful new cover design for signature ITC books. The interior has also been specially designed to facilitate detailed consultation. Thanks to Isabel Droste for the layout, print preparation and design contributions.

Most ITC documents are printed on demand within ITC. The work is efficient and of high quality. In this guide we introduce the FSC (Forest Stewardship Council) label, to highlight print-on-demand services using eco-friendly paper and ink. Many thanks to Serge Adeagbo for the printing of the guide.

Thanks are also due to colleagues in Communications and Events for assistance in the promotion of this guide, to ITC staff who have kindly provided feedback about previous editions and to previous staff who over the years have helped review, print and distribute publications.

The last note of appreciation is to the readers and users of this guide. It has been developed over the years for you. The greatest encouragement we can have is that staff find the guide of value in their daily work and continue to provide feedback to enhance future editions.

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INTRODUCTION

House style: the 4Cs

Why is house style important?

House style is an essential element of ITC corporate branding. Our credibility suffers when a document is inconsistent, wordy or poorly spelled. As a United Nations body, we lose time and credibility responding to official complaints when documents do not follow United Nations rules for country names, for example.

By being consistent in the presentation, spelling, punctuation and terminology of print and online publications, ITC presents a coherent brand image of an organization speaking with a voice that is clear, professional and authoritative.

ITC print and online publications are the organization's 'ambassadors' to the outside world. Ensuring that the English used follows the **4Cs – consistent, clear, concise and comprehensive** – and that the graphic design is uniform helps ITC to present its aims and activities to readers worldwide in the best light possible.

ITC is a multicultural organization with a global audience. The majority of those using ITC publications and products are not native English speakers, although they may have a certain level of understanding of business and economics. When preparing their texts, ITC staff and writers should keep these maxims in mind:

- Follow the **4Cs** – consistent, clear, concise and comprehensive.
- Good English is very often simple English. (This does not mean simplistic English. Simple means uncomplicated, straightforward; simplistic means treating complex issues and problems as if they were much simpler than they really are.)
- Aim for a significantly wider audience than direct project beneficiaries.

Using the guide

This style guide is intended for everyone involved in the preparation of ITC documents, including managers, authors, editors and proofreaders. It aims at helping them to write texts that follow the **4Cs**.

It is the reference for all governance documents, communications materials, project documents and official publications.

The A to Z approach

The style guide consists of an A-Z section where you will find, in alphabetical order, ITC preferred spelling, style and terminology, guidance on troublesome words, commonly misspelled words and general advice on English grammar, style and usage.

For example, if you move to a new country, you have to adapt to new ways of presenting information in telephone books which may categorize entries according to a different logic than the one you are used to. This style guide is similar: it may take a little time to familiarize yourself with the way its contents are organized.

As noted above, the A-Z section of the style guide is an alphabetical list of selected words and terms. Some of the listings elaborate on usage or spelling, while others offer general guidance on grammar and style. The section also directs you to the appendices for more information. Look under P, for example, if you are not sure whether the preferred ITC spelling is policy-maker or policymaker. Should you write South-East Asia or Southeast Asia? Check under S. Look under M to check when metre should be used and when it should be meter. Should it be 'we practice' or 'we practise'? Check under P. How should you write a date – 10 August 2013 or August 10th, 2013? Check under D.

The appendices give detailed information about punctuation, bibliographies, tables and charts, formatting and layout, and tips for French and Spanish translations. Should there be a space before and after ellipsis points? How should you reference a website in a bibliography? How should you prepare numbers in a table that will be translated into three languages? How should you write time and temperature in different languages? See the appendices for answers to these and other questions.

New features in this edition

This edition has been significantly streamlined and reorganized into two main parts: an A-Z section and several detailed appendices. Much of its content reflects changes at ITC, the United Nations and in the world around us, including new country names and new online references.

In addition to this new introduction that clarifies the link between publishing style and corporate branding, there are several new features in the appendices. These include streamlined style for bibliographic references; tips for French and Spanish translation; a new template to facilitate layout in Word.

Feedback

Please let us know if something is not clear, if you have spotted a mistake or if we have omitted something you think should be included. ITC is always open to your suggestions on how to make the guide easier to use. Send your comments to domeisen@intracen.org.



Natalie Domeisen
ITC Publications

A FEW SIMPLE RULES

Clear thinking is the key to clear writing. Think about what you want to say, then say it as simply as possible. Ask yourself: What am I trying to say? What words will express it? Could I put it in fewer words?

Remember the **4Cs**: your aim is a text that is consistent, clear, concise and comprehensive. George Orwell listed a number of elementary rules for clear writing. The following may be particularly useful:

- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.
- Never use the passive where you can use the active.
- Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than say anything outright barbarous.

Do your best to be lucid. Simple sentences help. Keep complicated constructions and gimmicks to a minimum. Remember that good English is simple English.

Long paragraphs, like long sentences, can confuse. However, one-sentence paragraphs should be used only occasionally.

To paraphrase Abraham Lincoln, President of the United States from 1861 to 1865, a long text can be written at any time at short notice. A short text requires great preparation.

WHERE TO FIND HELP

The *Oxford Dictionary* (12th edition) is the current authority for ITC spelling. If in doubt about the spelling of a word, but it cannot be found in this guide, use the first preferred spelling of the *Oxford* (available free online at <http://oxforddictionaries.com/>)

A list of acronyms and terms frequently used in ITC documents

http://itcnet.intracen.org/dbms/docman2/DM_Download.asp?ID=755

UNTERM – the United Nations terminology database

<http://unterm.un.org>

The multilingual WTO terminology database

<http://wtoterm.wto.org/multiterm>

United Nations Editorial Manual – includes links to reference material

<http://69.94.137.26/editorialcontrol/index.htm>

An interesting website with information on the origins of words and phrases in English

www.worldwidewords.org/genindex.htm

An ITC Guide to Style for Publishing

<http://itcnet.intracen.org/dbms/Docman2/Documents/PUBG6259.pdf>

Translators Manual in Spanish

<http://itcnet.intracen.org/dbms/Docman2/Documents/PUBG20381.pdf>

United Nations Editorial Manual in French

<http://dd.dgacm.org/ores/french/>

THE A TO Z GUIDE



abbreviations and acronyms

Use abbreviations and acronyms sparingly. They are not generally a friendly way of communicating with readers.

On first mention, write the name in full, followed by the acronym between parentheses, thus: **World Trade Organization (WTO)**. Thereafter, the abbreviation alone should be used. However, if a term is used only once or appears only a few times in a long text, spell it out in full. There is no need to give the initials of an organization if it is not referred to again.

United Nations specificities: 'United Nations' should not be abbreviated in English (but ONU is acceptable in French). 'UK' for the United Kingdom and 'USA' for the United States of America should not be used in body matter, unless they form part of official names of organizations, institutions, etc. But **US\$** can be used when citing an amount in dollars.

Avoid definite articles: Acronyms of names of organizations do not generally require the definite article, so: **The team sought the cooperation of WHO**. They should generally not be used with an apostrophe and an 's', thus: **ITC programme; WTO officials**, not ITC's programmes, WTO's officials. The definite article may be included if the acronym is being used as an adjective: **the WTO Agreements, the ITC website**.

Pronunciation determines indefinite articles: The choice of indefinite article depends on how the first letter is pronounced if the letters are pronounced separately or how the whole name is pronounced if it is treated as a word: **an NGO, an UNCTAD document, a UNDP meeting**.

Use of capitals: Acronyms are generally written in upper case (capital letters), but use lower case for **cm, kg, km** and other measures. Many upper-case abbreviations take upper-case initials when written in full, but there are exceptions: **VAT** but **value-added tax; SME** but **small and medium-sized enterprise**.

Punctuation: Abbreviations used in **addresses and business designations** are written without a full stop when the last letter of the abbreviation is the same as the last letter of the word. For example, **Ave** for Avenue; **Rd** for Road; **Ltd** for Limited. But **Co.** for Company and **Inc.** for Incorporated.

accents

Use the appropriate accents (also known as diacritical marks) on all foreign words and phrases. In Word, you can access variants of the letters of the alphabet by clicking on: Insert > Symbol.

accommodation

acknowledgement

active verbs

Using active verbs, not passive ones, will make your text more concise (remember the **4Cs**) and direct. The following sentence uses active verbs: **The Swiss Parliament**

recommended that local politicians consider new environmental legislation. It is more comprehensive and concise than the same sentence written in the passive voice: A recommendation was made by the Swiss Parliament that consideration be given by local politicians to new environmental legislation.

AD, BC

AD comes before the date, as in **AD 35**; BC comes after, as in **410 BC**. Both come after 'century', as in **fifth century BC/AD**.

adverbs

Put adverbs where you would put them in normal speech, which is usually after the verb (not before it), but, if possible, avoid splitting infinitives.

A joining hyphen is generally not used when adverbs qualify adjectives, as in **a thoroughly evil person, an absolutely wicked thought, a perfectly plausible explanation**.

But certain adjectival phrases that use adverbs are better written with the hyphen: **well-adjusted personality, well-behaved child, well-defined objective**. They lose their hyphen when they are used predicatively: **The ITC objectives are well defined**.

Try not to use too many adverbs – it is extremely difficult to read a text liberally peppered with adverbs. Remember the **4Cs** and be concise. If you are looking to cut words, adverbs can often be deleted without changing the sense of the text. For example, 'to scrutinize' means 'to examine or inspect closely and thoroughly', so in **'he scrutinized the object carefully'**, the word **'carefully'** is superfluous.

advertise, advertisement

advice (noun), adviser (noun), advise (verb)

aeroplane

afterwards

Not afterward.

agribusiness

Avoid using the term agro-industry.

agritourism

agroecological

agroecosystem

agroforestry

air-condition, air-conditioning

allot, allotted, allotment

all right

aluminium

among, amid

Not amongst or amidst.

analogue

But **analog** in computer technology.

analyse

Not analyze.

and/or

Avoid using this phrase if you can. In the sentence 'Existing tools, services and materials from institutions elsewhere are being acquired and/or adapted to the needs of the company', **and/or** is not appropriate as the tools would have to be acquired before they can be adapted. **And** would be more correct. If the idea being conveyed is that adaptation is carried out only when required, this should be stated: '... are being acquired and, where necessary, adapted to the needs of the company'.

annexes and appendices

Matter added to the main body of a chapter is an **annex**. Annexes are numbered consecutively in Roman numerals, beginning with I for each chapter. A single annex is not numbered. On the annex itself, the word 'Annex' and the first word of the title are capitalized. These elements are set out in separate lines as follows:

Annex I

Title

Matter added to main body of the text at the end of the publication is an appendix (see appendix II, end matter).

apostrophes

See appendix IV.

apprise**as of**

Write **On** (or **After, Since**) **27 March** if that is what you mean; or **in March**.

authorize**awareness-raising (noun and adjective)**

balance of payments (noun), balance-of-payments (adjective)

baseline

behaviour, behavioural

benefited, benefiting

beside, besides

Beside means next to: **He sat beside me.** **Besides** means in addition to: **I have no other family besides my parents.**

biannual, biennial, biennium

Be careful: each of these words means a different thing. **Biannual** means twice a year; **biennial**, every second year; and **biennium**, a period of two years.

bibliographies

See appendix V.

billion, trillion

Billion denotes 1 thousand million; **trillion**, 1 million million. See also appendix II, front matter.

bimonthly

Avoid using this word, which can mean either every two months or twice a month. Write: **The magazine appears every two months, but the newsletter is issued twice a month.**

biological nomenclature (Latin names)

Both parts of the name should be in italics, with the generic name given an initial capital: ***Equus caballus***; ***Primula vulgaris***. After the first mention of a species, when the name is given in full, the name may be shortened thus: ***E. caballus***; ***P. vulgaris***.

Plants may have a third name after an abbreviated form of a word indicating their rank, which is printed in roman type. The third name is in italics. Thus: ***Salix repens* var. *fusca***; ***Myrtus communis* subsp. *tarentina***.

Names of hybrid plants are indicated by a multiplication sign: ***Cytisus x kewensis***.

The names attached to cultivated varieties of plants should follow the Latin names, printed in roman, within single quotation marks: ***Rosa wichuraiana*** 'Dorothy Perkins'. Or, the cultivar may be preceded by the abbreviation cv., in which case the quotation marks are not used: ***Rosa wichuraiana* cv. *Dorothy Perkins***.

The surname or initial of the authority associated with plants or animals is printed in roman after the Latin name. ***Primula vulgaris* Huds.** (for Hudson, who first used this Latin name) or ***Homo sapiens* L.** (for Linnaeus, the first to use this name for humankind).

Names of groups above the generic level (orders, families and tribes) are in the form of Latin plural nouns and are printed in roman with initial capitals.

build-up (noun); build up (verb)

by-product

book identification codes and numbers

See appendix II.

book titles

See capitalization and italics.

both ... and

A preposition placed after both should be repeated after and, thus: both to London and to Slough, but to both London and Slough is all right.

brackets, parentheses

See appendix IV.

bulleted lists

See lists.

by-law

by-product



calibre

cancel, cancelled, cancelling

cannot

capacity-building (noun and adjective)

capitalization

Use capitals sparingly.

Use initial capitals for names of established organizations, ITC and United Nations programmes, and companies, but not for planned or projected bodies. Thus: **United Nations Development Programme**, but **They agreed to establish a trade support institution**.

Book titles are capitalized.

Capitalize the first word of chapter titles, section and column headings, text in columns and items in lists. Use lower case for all other words (with the exception, of course, of words that would generally be capitalized, e.g. proper nouns).

Section heading: **Foreign trade regulations**, not Foreign Trade Regulations

Column heading: **Annual increase**, not Annual Increase

Lists in a text (see also lists):

Import prices are influenced by:

- **Production conditions and domestic demand;**
- **Quality and type of product available for export;**
- **Availability of competitive products.**

The words **annex, appendix, box, chapter, figure** and **table** in references in body matter do not take an initial capital. Thus: **As can be seen in table 10; As discussed in chapter 5.**

The following words always take an initial capital:

The noun **Government** when referring to a particular government. Use **government** for general references and as an adjective. Thus: the **Government of the Islamic Republic of Iran; government officials in the Islamic Republic of Iran.**

The noun **Member** when referring to a WTO member country. Use **member** as an adjective. Thus: **In 1999, WTO had 139 Members;** but **There are many LDCs among its member countries.**

State, when referring to an independent country.

Use initial capitals for parts of recognized geographical names: **Northern Ireland** (the province), but **northern England** (a description in general terms). (See also northern, southern, etc.)

First World War and **Second World War** are always written with capitals. Do not use World War I or World War II.

capitalize

caregiver

care provider

caseload

case study

catalyse

categorize

centralize

centre, centred, centring

But Center if that is part of an official name (e.g. **Centers for Disease Control; Asian Disaster Preparedness Center**).

charts, graphs

See appendix VI.

checklist

channelled, channelling

clichés

Avoid clichés, which are overused phrases and words. They are rarely necessary.

Phrases to avoid include **at the end of the day, at this moment in time, at the present time, fit for purpose, in the field of, going forward** and **period of time**. Overused words include **basically, downplay, flagship, giant** (as in 'the telecoms giant') and **massive**.

Remember the **4Cs**, be concise and avoid them.

coexist

cofactor

cold war

collective nouns

There is no firm rule about whether collective nouns should take a singular or a plural verb. It is best to go by the sense, i.e. whether the noun is being used to refer to a single entity (**The council was elected in March**) or to its constituents (**The council are at sixes and sevens over rates**).

The number is, but A number are.

A government, a company, and a country are always singular. The United Nations is singular.

colloquial words

Words designated as colloquial or informal (by the *Oxford Dictionary*) should not be used. Colloquial words are words that are generally used in ordinary or familiar conversation, but not in formal dialogue or writing. Colloquialisms include **kids** (unless you are talking about young goats), **hike** (when describing an increase), **hit the big time**, **go up in smoke** and **set someone up**.

colour

combated, combating

companies, organizations

Call them by the names they call themselves and use the spelling and punctuation they use.

compare

A is **compared with** B when you draw attention to the difference. A is **compared to** B only when you want to stress their similarity.

competitiveness

Competitiveness is correct; 'competitivity' is not.

comprise, compose

Comprise means **is composed of**. Thus: **The whole comprises the parts; The committee comprises men of different views**. But: **People of different views make up the committee**.

compromise

computerize

conferences, forums, round tables, symposiums

The official and full names of these events are treated like names of organizations: all words are capitalized (with the exception, as usual, of articles and prepositions), but not italicized. After the first mention, use short forms of the name.

conference room paper (CRP)

See appendix III.

connection

consensus

convener

copyright

See appendix II.

cooperate, cooperation

coordinate, coordination

coprocessor

co-sponsor

country names

Follow United Nations practice on spelling, short names, formal names, adjectives of nationality, use of the definite article and order in alphabetical listings. See the United Nations country database at <http://unstats.un.org/unsd/methods/m49/m49regin.htm>. Further information (e.g. currencies, capital cities and official languages) can be found at <http://unterm.un.org>, the United Nations Multilingual Terminology Database. To access country names in this database, click on 'start search' and then enter the name of the country in the 'search' field. Under 'subject', click on the down arrow and choose 'country name'. Both the short and formal country names are given. The short form is used for most purposes; the formal name is generally used in legal texts, such as treaties.

The country name is normally given after the name of a city, unless the city is the capital.

A regularly updated terminology bulletin is also accessible on the ITC Intranet.

Country names that may be problematic include:

Bolivia (Plurinational State of), not Bolivia

Brunei Darussalam, not Brunei

Democratic People's Republic of Korea (not North Korea), of the Democratic People's Republic of Korea

Federated States of Micronesia, not Micronesia

Islamic Republic of Iran, not Iran

Lao People's Democratic Republic, not Laos

Libya, not Libyan Arab Jamahiriya

Republic of Korea (not South Korea or Korea), of the Republic of Korea

Republic of Moldova, not Moldova

Russian Federation, not Russia

Syrian Arab Republic, not Syria

the former Yugoslav Republic of Macedonia, of the former Yugoslav Republic of Macedonia

United Kingdom of Great Britain and Northern Ireland on first mention, **United Kingdom** thereafter

United Republic of Tanzania, not Tanzania

United States of America on first mention, **United States** thereafter

Venezuela (Bolivarian Republic of), not Venezuela

Viet Nam, not Vietnam

Be careful with:

Falkland Islands: Use **Falkland Islands (Malvinas)** in English and **Islas Malvinas (Falkland Islands)** in Spanish. In all other languages: the equivalent of Falkland Islands (Malvinas).

Hong Kong: Use **Hong Kong, China** or **Hong Kong (China)** or **Hong Kong SAR**;

State of Palestine: Use this name to describe Palestine (including the West Bank, the Gaza Strip and East Jerusalem).

Taiwan: Use only **Chinese Taipei**. **Chinese Taipei** should always appear under the letter “t” in any alphabetical listing (Circular ITC/IC/2008/39).

All names of countries are treated as singular nouns. The pronoun used for countries is **it**, not she.

Lists of countries: If no ranking is involved and no structure is obvious, list countries alphabetically according to the order given in the online United Nations terminology for country names (<http://unstats.un.org/unsd/methods/m49/m49alpha.htm>).

Countries in official United Nations regions: This list changes from time to time and can be consulted at <http://unstats.un.org/unsd/methods/m49/m49regin.htm>.

countrywide

coup d'état, coups d'état (plural)

courtesy and professional titles

Abbreviations of these items are written **with** a full stop (period). For example, **Dr.** (note: only doctors of medicine are referred to as ‘Dr.’ in the United Nations system); **Mr.**, **Mrs.**, **Ms.**, **Prof.** for Professor. (This is an exception to the twelfth edition of the *Oxford English Dictionary*. It is a new rule of the United Nations Editorial Manual.)

co-worker

criticize

crowdsourced, crowdsourcing

cut back (verb), cutback (noun)

cut off (verb), cut-off (noun and adjective)

cyber

All compound forms are closed (i.e. in one word with no hyphen), so: **cyberattack**; **cybercafé**; **cybernaut**.

d

dangling participles

See **participial phrases**.

dash

See appendix IV.

data

Data is a plural word, so **data are collected; the data have proved their usefulness**.

database

dates

Dates are written thus: **22 March 2001**. A period of calendar years is indicated by a dash: **1990–1991**. Fiscal and crop years are indicated by a slash: **1990/91**. Decades are written in figures, without an apostrophe; thus: **1990s**. Centuries are expressed in words; thus: **nineteenth century**, not 19th century. If used adjectivally, insert a hyphen between the number and century, so **There is a good market for twentieth-century art**.

Avoid from 26–28 September, or from 1992–1993; say from 26 to 28 September or in 1992–1993.

decision maker, decision-making

defence

But **United States Department of Defense, Israel Defense Forces**.

demise

dependant (noun), dependent (adjective)

desktop

destabilize

devise

disc

But **disk** in computing.

disclaimers

See appendix II, front matter.

disenfranchise

disguise

dispatch

downward (adjective and adverb)

due, owing

Due to can mean owed to, as in **US\$ 1 is owed to Smith**; arranged or timed to, as in **The meeting is due to end on Friday**; or because of (but note that, when used in this sense, it must follow a noun), as in **The cancellation, due to rain, of the meeting**. Do not write *The meeting was cancelled due to rain*. You could write: **The meeting was cancelled because of rain**. Or: **Totals may not add up owing to rounding**.



e-

All compound forms are hyphenated, except where the second element begins with a capital letter. So: **e-banking; e-communications; e-mail**. But **eDoc; eMeets; ePAS**.

East(ern)

Use initial capitals when referring to a continent or major region, e.g. **East Africa, East Anglia, Eastern Europe**. But **east(ern)** when referring to a geographical direction or an area within a country, e.g. **eastern Angola; an easterly wind was blowing**.

economize

editing

See appendix II.

e.g., for example, for instance

These words imply that the listing that follows is partial; it would therefore be incorrect to add *etc.* or *among others* after them.

e.g., i.e.

In standard sentences, *e.g.* and *i.e.* should not be followed by a comma. The only – very rare – exception is when they appear in a list, such as *e.g.* in this entry and the one above.

ellipsis points

See appendix IV.

emphasis

Avoid using bold or italics for emphasis in running text. Emphasis should be made clear from the way a sentence or paragraph is written. Instead, use titles and subtitles to emphasize the message you wish to highlight for readers.

emphasize

end matter

See appendix II.

equalize

euro and cent

In the United Nations, the plural of **euro** is **euros** in English, French and Spanish (note that the European Commission uses euro in both the singular and the plural).

The official abbreviation of euro(s) is **EUR** for all languages. There is no official abbreviation for **cent**; either **c** or **ct** could be used.

excise

exercise

extrabudgetary

extraregional



fertilize

field trip

fieldwork, fieldworker

figures

See appendix VI.

finalize

focused, focusing

follow-up (noun and adjective), follow up (verb)

footnotes

See appendix V.

forego, forgo

Forego means to precede; **forgo** to go without.

foreign words

See Latin and foreign words, and italics.

formalize

format for books

See appendix VII.

formatting and layout

See appendix VII.

formulas

But **formulae** in mathematics.

forums

Never fora.

foreword, forward

These are two different words. Use them correctly: do not use **forward** if you mean a **foreword** to a book.

The foreword for books always carries the name (and signature) of the ITC Executive Director. In other cases, it may be signed by others. The text must be approved by the official who signs the foreword. Joint publications carrying the name of the ITC Executive Director must also carry the name of a similar-level official from the joint publisher.

fulfil, fulfilled, fulfilling, fulfilment

fundraiser, fundraising

galvanize

gender

Use gender-neutral word forms (unless of course the reference is gender-related). The use of plural forms may help: they/them instead of he/him.

For example, use **people, humanity, humankind, human race** instead of man, mankind; the **average person** instead of the average man, **chair, chairperson** (unless you actually do mean chairman or chairwoman); **craftworker, artisan** instead of craftsman; **political leader, stateswoman** (where appropriate) instead of statesman; **staff, workforce, labour, personnel** instead of manpower; spokesperson (spokesman or spokeswoman when a specific person is referred to), **representative, official** instead of

spokesman; **statecraft** instead of statesmanship; **work-hour, work-month** instead of man-hour, man-month. **Man-made** can be used, but avoid if possible.

Avoid stereotyping (where the writing conveys biased connotations about sex roles and identity). For example:

Research scientists often neglect their families. Not: Research scientists often neglect their wives and children.

The doctors ... they. Not: The doctor ... he.

Transport will be provided for delegates and their spouses. Not: Transport will be provided for the delegates and their wives.

Avoid using negative adjectives to describe a woman, but using a more positive adjective to describe the same trait in a man. For example, ambitious men, but aggressive women; emotional men, but hysterical women or cautious men, but timid women.

Titles and forms of address:

Jane and John Smith instead of Mr. and Mrs. John Smith; **Chair, President, Chairwoman**, instead of Chairman.

generalize

government

Government takes a capital G when referring to a particular government, but a lower-case g (government) in general references and as an adjective. Thus: **the Government of Switzerland; government officials in the Islamic Republic of Iran; the government policy on trade.** (See also capitalization.)

graphs, charts

See appendix VI.

guide, guidebook

Guidebook still means ‘a book of information about a place for visitors, tourists, etc.’. So use **guide** in phrases like guide to trading practices.



harmonize

haven

A **haven** is by definition a place of safety. Do not write ‘a safe haven’.

hyper

All compound forms are closed (i.e. in one word with no hyphen), so: **hyperactive; hyperlink; hyperspace.**

hyphens

See appendix IV.



immunize

improvise

inasmuch as

incise

Incoterms 2010

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Permission to reproduce an authorized translation must be obtained from the relevant ICC national committee. For example, ICC Deutschland may authorize the reproduction of the German translation of Incoterms 2010 subject to its own conditions.

in-depth (adjective)

index

The plural of index is **indexes** when referring to an alphabetical list of entries in a book, but **indices** when used in a mathematical or technical sense, e.g. **The oral hygiene index was calculated as the sum of the debris and calculus indices.**

indirect or reported speech

When quoting direct speech, you should not make any important grammatical changes to what a person said. In reported or indirect speech, you are reporting the idea of what the person said, not using his or her exact words. Verb tenses and, sometimes, pronouns change when you replace direct speech with indirect speech.

Verb tenses are normally changed as follows:

Direct speech	Indirect speech
Present	Past
Present continuous	Past continuous
Present perfect	Past perfect
Past	Past perfect
Past continuous	Past perfect continuous
Future (shall, will)	Secondary future (should, would)
Future perfect (will have)	Secondary future perfect (would have)
Conditional	No change normally

Below are some examples of these changes:

Direct speech: She said: 'Fifteen States are represented in the working group' **(present).**

Reported speech: She said that 15 States were represented in the working group (**past**).

Direct speech: He said: 'I am studying to become a doctor' (**present continuous**).

Reported speech: He said that he was studying to become a doctor (**past continuous**).

Direct speech: She said: 'We planted too many coffee trees' (**past**).

Reported speech: She said that they had planted too many coffee trees (**past perfect**). (Note the change of pronoun – we becomes they.)

Direct speech: He said: 'The commission has been following the question with interest' (**past continuous**).

Reported speech: He said that the commission had been following the question with interest (**past perfect continuous**).

Direct speech: We said: 'They will go forward in peace and progress' (**future**).

Reported speech: We said that they would go forward in peace and progress (**secondary future**).

For more information about these rules, see the 'Indirect or reported speech' section of the United Nations Editorial Manual Online (http://69.94.137.26/editorialcontrol/ed-guidelines/style/indirect_speech.htm).

industrialize

inquire, inquiry

Not enquire, enquiry (except in **national enquiry point**, a WTO term).

insofar as

install, installation but instalment

institutionalize

intercountry

interdepartmental

interdisciplinary

inter-ethnic

intergovernmental

Internet

Capital I.

Internet publishing

Prepare texts for the Internet in the same way as all other texts: keep the **4Cs** in mind when preparing your text; avoid slang, jargon and idiomatic words and phrases; explain abbreviations, acronyms and technical terminology; and check the accuracy of all quotations, tables, charts, etc., that you include.

Avoid using maps with country names and boundaries if possible, as the United Nations Cartographic Section (Department of Public Information) is supposed to review all maps for political accuracy, which is a long process.

interregional

interrelate

intersectoral

intraregional

ISO

ISO stands for **International Organization for Standardization** and not International Standards Organization.

ISO standards are covered by copyright, and permission to reproduce them must be obtained.

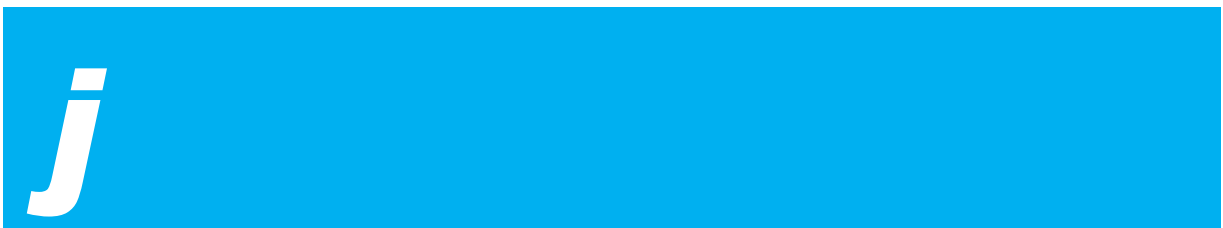
italics

Most foreign words and phrases are in italics. However, the following words, which have become common and easily understood in English, are written in roman: **ad hoc, ad infinitum, aide-mémoire, apartheid, a posteriori, a priori, coup d'état, de facto, per annum, per capita, per diem, per se, pro bono, raison d'état, raison d'être, status quo, vice versa** and **vis-à-vis**.

Official names of companies and organizations in foreign languages are written in roman. However, if the organization or company also has an official name in English, this should be used.

Titles of books and names of newspapers and periodicals in body matter and in footnotes are in italics.

ITC programmes and projects. The titles of established ITC programmes and projects are capitalized, not italicized and not enclosed in quotation marks. The titles of proposed programmes and projects are not capitalized.



JAG and other official documents

See appendix III.

jargon

Jargon is terminology that is defined in relation to a specific activity, profession, group or event. Avoid it. Your writing should be intelligible to all your readers (the SME manager in Nepal, for example, if he or she is part of your target audience). You may have to think harder to find alternatives to jargon, but you can still be precise and also more user-friendly.

jeopardize

jeweller, jewellery



know-how



label, labelled, labelling

labour, but laborious

language versions

Books in the ITC publications programme are issued in English, French and Spanish. ITC governance documents are issued in all six languages of the United Nations. Technical papers are generally in English only, though some are translated, and a few appear in French or Spanish only, depending on their target markets. Print runs for language versions should be limited if there is not a specific marketing plan to accompany their distribution. Other language versions can be developed in partnership with national organizations, on the basis of a legal agreement. See appendix VIII for tips related to language versions.

Latin and foreign words and expressions

Avoid as much as possible. Most foreign and Latin words and expressions are written in italics, although some have become common in English and are written in roman. See italics above for the list of words that are written in roman.

learned (past and past participle)

So: lessons learned, not lessons learnt.

licence (noun); license (verb and adjective)

life cycle

lifespan

lifestyle

lifetime

lists

Lists of short items (without main verbs) that appear in bullet form should be introduced by a full sentence and have the following features:

- Introductory colon
- Initial capitals
- No punctuation (very short items) or
- Comma after each item and close with a full stop.

Where the introductory sentence and each item in the list reads as a complete sentence, you should:

- Begin with the introductory colon;
- Use initial capitals;
- Label each item with the appropriate bullet, number or letter;
- End each item with a semicolon;
- Close with a full stop.

If all items are complete sentences without a grammatical link to the introductory sentence, then:

- Introduce the list with a colon.
- Label each item with the appropriate bullet, number or letter.
- Start each item with a capital letter.
- End each one with a full stop.

Avoid running the sentence on after the list of points.

If any one item consists of several complete sentences, announce the list with a main sentence and continue as indicated below.

- Do not introduce the list with a colon.
- Label each item with the appropriate bullet, number or letter.
- Begin each item with a capital letter.
- End each item with a full stop. This allows several sentences to be included under a single item without throwing punctuation into confusion.
- The list of points may extend over several pages, making it essential not to introduce it with an incomplete sentence or colon.

lists of countries

See country names.

litre

localize

long-term (adjective), long term (noun)

So: **the long-term policy**; but **the policy in the long term**.



macroeconomics

man-made

See also gender.

manuscript submission

See appendix II.

maps

Avoid using maps with country names and boundaries if possible, as the United Nations Cartographic Section (Department of Public Information) is supposed to review all maps for political accuracy, which is a long process.

marketplace

materialize

maximize

may, might

May and **might** both express hypothetical possibility.

In certain constructions, either may be used, with might indicating greater uncertainty.

- You may be wrong (it is possible/perhaps you are wrong).
- There might be a thunderstorm tonight (it is possible that ...).

Might is also used to indicate that a past event was possible, but did not happen, as in:

- You should not have tried to swim in the bay during that storm. You might have killed yourself.
-

memorize

metre, meter

Use **metre** when referring to a unit of length, but **meter** when referring to an instrument (e.g. **gas meter, parking meter, thermometer**).

microeconomics

minimize

mobilize

months

These may be abbreviated as follows: Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov., Dec. May, June and July are not abbreviated.

more than, over

Use **more than** when referring to quantities or to compare two quantities, e.g. **the doctor treated more than 20 patients; their exports were worth more than US\$ 10 million.**

Use **over** when referring to a place or location, e.g. **the sign hung over the door.**

multi-bilateral

multidimensional

multidisciplinary

multigenerational

multilateral

multilingual

multimedia

multinational

multipurpose

multiracial

multisectoral

multi-year



non-existent

non-governmental

non-industrial

North(ern), North-East(ern), North-West(ern)

Use initial capitals when referring to a continent or major region, e.g. **North America, North Africa, North-Western Europe**. But **north(ern), north-east(ern), north-west(ern)** when referring to a geographical direction or an area within a country, e.g. **north-eastern Senegal, the north-east wind**.

numbers

Never start a sentence with a figure: write the number in words instead or recast the sentence.

Use words for numbers from one to nine, but figures for 10 upwards.

Use figures for all numbers that include a decimal point or a fraction (**4.25, 4½**) and those that refer to percentages (**95%, 200%, 1%–10%** – see also percentages), ratios, prices, weights, measures, dates.

Use figures for sets of numbers: **The numbers of occasions in the past three years were 19, 3 and 9**. When the numbers refer to the same entity, the rule applying to the higher or highest number should apply to all. Thus: **14, previously 9, not 14, previously nine**.

Numbers in millions should be written thus: **1 million, 3.4 million**. However, if the number has more than one digit to the right of the decimal point, it should be given entirely in figures: **3,432,000** (i.e. not 3.432 million).

Ranges of numbers

If the name of the unit is written out, it should be given only once, after the second number. Thus: **10-to-15-year-old age group**.

If the name of the unit is represented by a symbol or abbreviation consisting of letters, the symbol or abbreviation should be given only once. Thus: **15–20 kg**.

However, if the name of the unit is represented by an abbreviation, the abbreviation should always be repeated. Thus: **63°C–70°C**.

Numbers should always be expressed in full to avoid confusion, whether in figures or in words. Thus: **from \$2 million to \$5 million**, not from \$2 to \$5 million.

Two numbers occurring together

When two numbers occur together, they should be expressed in different styles. Thus: **twenty 15-cent stamps; five 15-year-old boys or thirty 15-metre ladders**.

Punctuation

In running text, when a number has four digits or more, it should be split by means of a comma after every three digits to the left: **Country X has a population of 2,422,321**. (See appendix VIII for usage in French and Spanish texts.)

In tables, separation between hundreds, thousands, millions should be indicated by a space, rather than by a comma, to permit use of the same table in all language versions. Thus:

10 530 600

2 632 597

1 326

Numbering parts of text

Sections, subsections, paragraphs and lists are not numbered in books.

In JAG documents, paragraphs are numbered, but not sections.



occur, occurred, occurrence

OECD

Spell out its full name the way the organization spells it: **Organisation for Economic Co-operation and Development.**

offence (noun), but offensive (adjective)

Official Document System of the United Nations

Official United Nations documents, including terminology bulletins and administrative instructions on editorial and publishing matters, can be accessed at <http://ods.un.org/>. The various language versions of these documents can also be obtained from this site.

official ITC documents

See appendix III.

ongoing

online

only

To avoid ambiguity, **only** should follow the verb it qualifies. Write **They mate only in June**. To say that **they only mate in June** implies that in June they do nothing else.

onward (adjective and adverb)

organization, organize

organizations and associations

Make sure you use exact names and acronyms.

In most cases, acronyms are not preceded by 'the'; thus: **policies of ITC**, not policies of the ITC. They are not followed by 's'; thus **ITC policies**, not ITC's policies.

The name of a body may be written with initial capitals and abbreviated only if it has already been created. Thus: **The proposed national trade information centre ...** but **The National Trade Information Centre (NTIC) was set up in January 2013.**

over

With some exceptions, all compound forms are closed (i.e. in one word with no hyphen), so: **overestimate; overproduce; overrate; override; overuse; overvalue. Overelaborate; over-exercise; over-optimistic; over-refine** are the exceptions to this rule.

See also more than, over.

overseas

Avoid using this word. It excludes landlocked countries.



paralyse

parentheses, brackets

See appendix IV.

participial phrases

Always attach participial phrases to the noun or pronoun they describe. In **Having died, they had to bury him**, the participial phrase ‘Having died’ refers grammatically to ‘they’: obviously not what the writer intended.

patronize

percentages

Use %, not per cent or percent, in text and tables. (See also numbers.)

Persian Gulf, Gulf

The term **Persian Gulf** is used for the body of water between the Arabian Peninsula and the Islamic Republic of Iran.

The term **Gulf** is used for the area surrounding or adjacent to the above-mentioned body of water. The terms **Gulf area, Gulf region and Gulf States** are examples of its usage.

policymaker, policymaking, but policy-setting

politicize

practice (noun), practise (verb)

preconceive

precondition

pre-empt

pretence

printout

prioritize

prise (to force open), prize (to value highly)

privatize

programme

But program in computing.

publicize

punctuation

See appendix IV.



quotation marks

See appendix IV.

quotations

See appendix IV.



realize

recognize

re-establish, re-establishment

regional and other groupings

Consult <http://unstats.un.org/unsd/methods/m49/m49regin.htm> for lists of countries and areas within regional groupings in use in the United Nations system.

regionalization, regionalize

representative

Should be followed by **of** and not by from.

reprints, revised editions of ITC books

See appendix II.

revise

revitalize

round table (noun), round-table (adjective)



sectoral

semi-skilled

sensitize

services, service

In relation to WTO and its General Agreement on Trade in Services (GATS), the plural is often used as an adjective, particularly when the reference is to services in general.

should, would

Use **should** in the sense of **ought to**.

Use **should** after **I** in tentative statements of opinion with verbs such as **guess, imagine, say** and **think**.

I should imagine that you are right.

In other circumstances **would** is often used after **I**.

I wouldn't go to see that film.

Would is used to express future in the past.

I told you that you would find Russian difficult to learn.

Dynamite would soon dominate the world's explosives market [in 1867] – *New Yorker*, 1987.

single-sentence paragraphs

Avoid them.

slash or solidus (/)

Do not use the slash when you mean 'and'. Use 'and' instead.

socioeconomic

South(ern), South-East(ern), South-West(ern)

Use initial capitals when referring to a continent or major region, e.g. **South America**, **Southern Africa**, **Southern Europe**, **South-East Asia** (but note: ASEAN is the Association of Southeast Asian Nations). But **south(ern)**, **south-east(ern)**, **south-west(ern)** when referring to a geographical direction or an area within a country, e.g. **south-east France**, **they sailed in a south-westerly direction**.

specialize

spelling

This A-Z section lists many preferred ITC spellings. For words that are not in this list, use the first preferred spelling of the latest edition of the *Oxford Dictionary* (<http://oxforddictionaries.com/>).

stabilize

standardize

stationary, stationery

An auto that is not moving is **stationary**; an envelope is an item of **stationery**.

subcommission

subcommittee

subcontinent

subcontract

subdivision

sub-entry

subgroup

subheading

sub-item

subjunctive

A minefield.

The New Fowler's, 3rd ed., says: 'In British English the subjunctive mood is most likely to be found in formal writing ... particularly after such verbs as demand, insist, pray, recommend, suggest and wish; nouns and adjectives such as demand, essential, important, insistence, proposal, suggestion, vital and wish; and a number of conjunctions such as although, as if, as though, if, unless, etc. But it is seldom obligatory ...'

Past subjunctive or 'were' subjunctive

Use it when you are posing a hypothesis contrary to fact. Thus: **If Hitler were alive today, he could tell us whether he kept a diary.**

Do not use it when the hypothesis may or may not be true. Thus: **If this diary is not Hitler's, we shall be glad we did not publish it.**

If you have **would** in the main clause, you must use the subjunctive in the **if** clause. Thus: **If you were to disregard this rule, you would make a fool of yourself.**

subprogramme

subregion, subregional

subsection

subsidize

subsystem

subtotal

subunit

summarize

supervise

surmise

synchronize

synthesize



tables

See appendix VI.

targeted

Tehran

Not Teheran.

televise

terminology

Some useful terminological databases can be found on the Intranet under Publications – Terminology Tools. See also Where to find help on page 3.

text tables

Comparisons are often effectively presented in a small text table, unnumbered and untitled, preceded by an explanation in the text. Separate text tables from the text by inserting more line space than is being used in between paragraphs in the document.

that, which

See: **which, that**.

time-consuming

time-frame

time-lag

time of day

Use the 24-hour system, writing the time of day in four figures with a colon between the hours and minutes: **01:10, 09:45, 11:30, 21:00**. Do not add 'hours' after the time. (For usage in French and Spanish, see appendix VIII.)

time-series

timetable

title-page

ton

Not tonne or metric ton.

totalling

towards

trademark

traumatize

underlining

Underlining is rarely used in ITC publications. Titles of books, names of newspapers and journals are in italics, with all words capitalized (except for articles and prepositions).

Titles of documents and articles are in roman type, enclosed in single quotes, with only the first word (and words that would normally carry an initial capital) capitalized. Thus: The *New York Times* published an article entitled 'The way forward for the United Nations'.

Underlining or bold face should not be used for emphasis; that effect is achieved by appropriate presentation, use of subtitles and paragraphs.

underuse

underutilize

up-to-date, up to date

An up-to-date report, but this report is up to date.

upward (adjective and adverb)

urbanize

utilize

Avoid utilize – write **use** instead.



value added (noun and adjective)

visualize



websites

Website(s) is written in one word.

Add <http://> to web addresses that do **not** include [www.](http://), so: <http://unstats.un.org/> but www.intracen.org.

Always check names and addresses (and whether they still exist: some of them are short-lived). Accuracy is a mouse click away.

weights and measures

Metric measurements are preferred.

All nouns of measurement remain in the singular form when compounded with a numeral and used attributively before another noun. Thus: **a three-metre wall; a three-kilometre walk**. But: **the wall is three metres high; the walk is three kilometres long**.

For the unit of weight, use ton, not metric ton or tonne.

Some commonly used abbreviations of weights and measures are listed below. They do not change in the plural; thus **4 kg**, not 4 kgs. Abbreviations frequently used in a publication should be listed in the Note in the front matter (see appendix II).

Length: millimetre (mm); centimetre (cm); metre (m); kilometre (km)

Area: square millimetre (mm²); square centimetre (cm²); square metre (m²); hectare (ha)

Volume: cubic millimetre (mm³); cubic centimetre (cm³); cubic metre (m³)

Weight: milligram (mg); gram (g); kilogram (kg)

Liquid capacity: millilitre (ml); centilitre (cl); litre (l)

Energy: alternating current (AC); direct current (DC); watt (W); volt (V); kilowatt (kW); kilovolt (kV); horsepower (hp); kilowatt hour (kWh); kilojoule (kJ); megawatt (MW); megawatt hour (MWh)

Velocity: kilometres per hour (kph); metres per second (m/s); revolutions per minute (rpm)

Temperature: degrees Celsius (°C); degrees Fahrenheit (°F)

well-known, well known

A well-known study, but this study is well known.

West(ern)

Use initial capitals when referring to a continent or major region, e.g. **West Africa, West Australia, Western Europe**. But **west(ern)** when referring to a geographical direction or an area within a country, e.g. **the western provinces; a west wind**.

which, that

Which informs, **that** defines. As a general rule, if you can delete the subordinate clause without changing the meaning of the sentence, use **which** to introduce it.

This is the house that Jack built. But: **This house, which Jack built, will last forever**. In the second sentence, you could delete 'which Jack built' without changing the sense of the sentence. That is not the case for the first sentence; if you delete 'that Jack built', the sentence does not make sense.

The translations, which have been revised, can now be formatted. **Which** adds detail and indicates that all the translations have been revised. As all the translations have been revised, you could delete 'which have been revised' without changing the meaning of the sentence.

The translations that have been revised can now be formatted. **That** in this case defines exactly what is to be formatted, i.e. only those translations that have been revised. If you deleted 'that have been revised', the sentence would not have the same meaning.

wilful, wilfulness

withhold

work-hour

workforce

workload

workstation

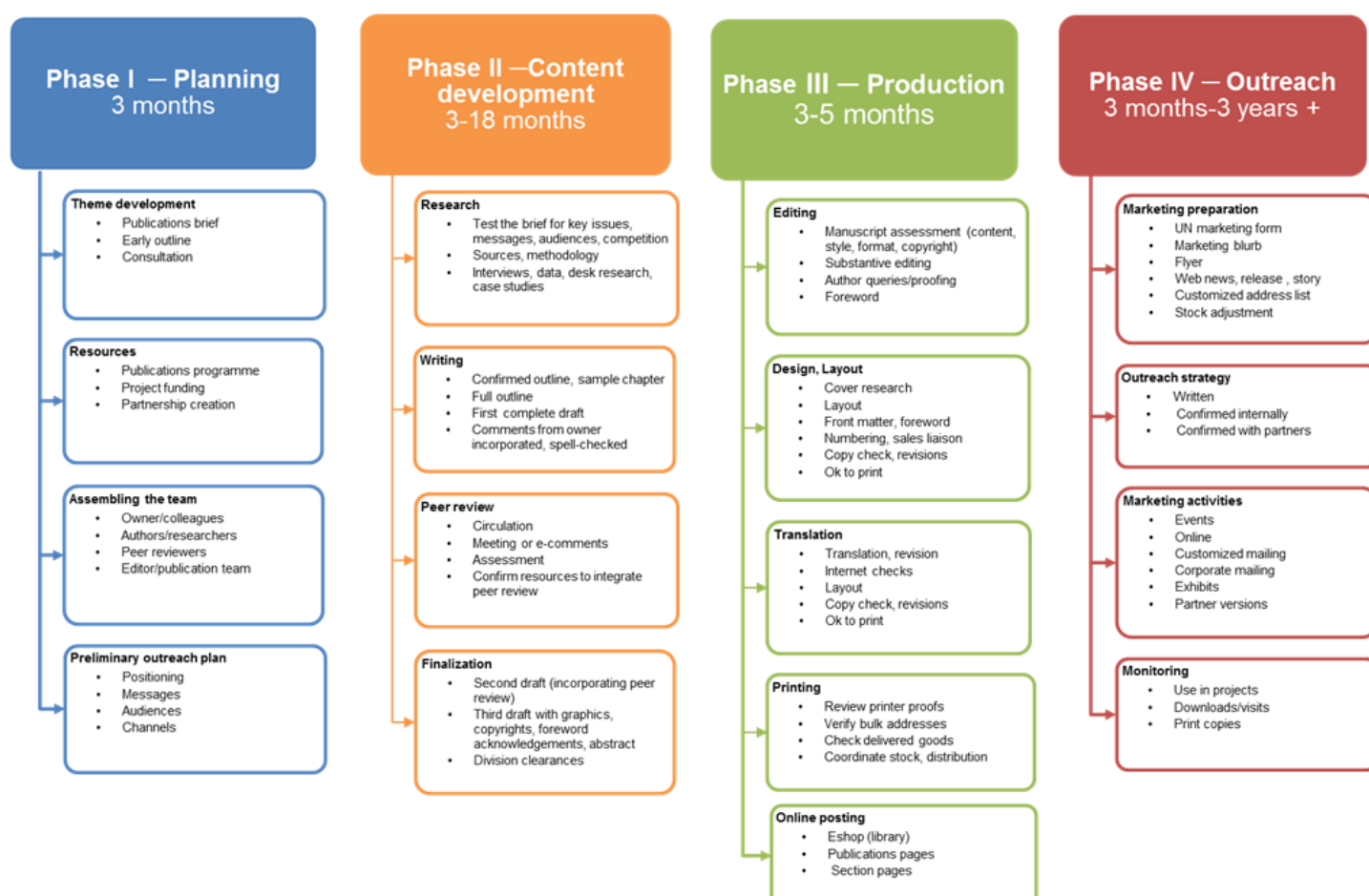
worldwide (in all cases)

worthwhile (in all cases)

Appendix I An overview of the ITC publications process

The ITC publications process overview guides you through the whole publications process via four phases:

- Planning (theme development, resources, assembling the team and preliminary outreach plan);
- Content development (research, writing, peer review, finalization);
- Production (editing, design and layout, translation, printing, online posting);
- Outreach (marketing preparation, outreach strategy, marketing activities, monitoring).



Appendix II Publications programme materials

Submission of publications

See also appendix VII: Formatting guidelines for book authors

Staff must provide:

- **Text considered final** – peer reviewed or tested, grammatically and technically correct. Books are designed as a support to a technical cooperation programme. The text should therefore be personally reviewed and corrected by the ITC manager responsible for the text – no outside institution or consultant can write fully from the ITC perspective. The manager must ensure that the key recommendations for specific audiences are clear in the manuscript, preferably at the start.
- **A hard copy and an electronic copy.**
- **Copyrights and permissions** for photos, tables or graphics in the text, in high resolution.
- **Completion of the United Nations marketing form (for books).**
- **Completion of the ITC marketing blurb form (for technical papers).**

Identification codes and numbers

ITC books carry ITC identification codes and ISBN numbers. These are assigned by the Publications Unit at the very last stage of copy preparation, just before the book goes to the printer.

The ITC identification code remains unchanged in all language versions, except for the letter denoting the language of the book.

The code looks like this: **P229.E/DCP/BTP/13-III.**

P229 means that the book is the two hundred and twenty-ninth publication since the numbering system began.

E stands for English, the language of the book carrying the code. The French and Spanish versions carry the same publication number and the initials **.F** and **.S** respectively.

DCP stands for Division of Country Programmes.

BTP stands for Business and Trade Policy, the section publishing the book.

13 are the last two digits of 2013, the year in which the original book goes to the printer. These remain unchanged for the translated versions of the book, as they also generally indicate the budget year against which expenditure on printing all three language versions is charged.

III stands for March, the month the original book goes to the printer. This also remains generally unchanged for the translations.

A new ISBN number is assigned to each language version and is used for books. The magazine has an ISSN number.

Technical papers carry an identification number. Since mid-2009 these are assigned by the Publications Unit. They do not have ISBN numbers.

The **United Nations sales publication number** is allocated by the United Nations Sales and Marketing Section, located in New York. It is printed on the back cover to the right of, and on the same line as, the ISBN number and code; and on page ii of the front matter, immediately below the ISBN number.

A **library number** is also assigned to each book.

Copyright

All ITC publications are covered by copyright. The following text appears on page ii of the front matter to indicate this:

© International Trade Centre 2013 [2013 being the year of publication]

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means without prior permission in writing from the International Trade Centre. Links to the website of the International Trade Centre are encouraged as a means to disseminate ITC publications to the widest possible audience.

The originating unit must obtain permission to reproduce matter (text, tables, graphs or images) taken from materials covered by copyright. The request for authorization must expressly state that authorization is being sought for presentation in the languages used for the publication, whether as translated by ITC or as provided by the publisher. A request for copies of official translations, if these exist, must be made at the same time.

Separate authorization must be obtained for reproduction in adaptations of the ITC publication concerned (for example, the national versions of the Trade Secrets series). These authorizations must be obtained before the manuscript is submitted to the Publications Unit for production.

Originating units must purchase or obtain authorization to reproduce the photographs or electronic images they propose. The authorization must cover all language versions and all projected adaptations.

Editing

All books go through a formal editing process. Most ITC books are commissioned in English. Where the basic manuscript is written in French or Spanish, it is translated into English. This version is then considered the original and is edited formally. The earlier French or Spanish text is revised to ensure conformity with the English 'original'.

Texts submitted for formal editing are expected to be final. Colleagues who prepare manuscripts should budget for a technical writer, preferably specialized in the subject of the publication, to assist them in their preparations.

Other documents do not generally go through the formal in-house editing process, but it may be desirable for them to be sent to freelance editors. The ITC annual report, important technical papers and key communications brochures include provisions for editing.

The titles and marketing blurbs for all technical papers are edited by the Publications Unit.

Front matter

Front matter – the front (or preliminary) pages of books – should be paginated in Roman numerals and may consist of some or all of the following elements, normally in the order shown:

Cover and spine

These follow a standard design, the templates for which are with the Publications Unit.

Title-page (page i)

This follows a standard design, the template for which is with the Publications Unit.

Verso of the title-page (page ii)

This page includes copyright statement (see note on Copyright above), disclaimers (see below), ISBN number (see below), etc.

Foreword

Preface (if necessary)

Acknowledgements

Authorship and other contributions to a publication are acknowledged on this page only, never on the title-page or cover. Descriptions of the contributions should be short and to the point. Avoid courtesy titles such as Mr., Mrs., Ms., Dr.; titles of posts such as Senior Adviser on Environmental Programmes; and descriptions of the contributors' educational or professional backgrounds.

Contents**Note**

Any notes from the authors appear on this page. It may also include a list of abbreviations used in the book.

Executive summary, conclusions and recommendations (if required)

The **originating unit** provides the following elements to be inserted in the front matter:

A print-quality electronic file of a graphic

This should have the approval of the Communications and Events Section. If the graphic has not been produced for ITC, permission to reproduce it in the three language versions of the ITC publication (and in all adaptations of the publication, if this is envisaged and use of the same graphic is planned) must be obtained. The graphic must reflect ITC clientele (a depiction of an obvious European or American will not do, for example) and must not show any bias against this clientele. See ITC photo guidelines on the Intranet (<http://itcnet.intracen.org/onelook-onevision/guidelines/photo-guidelines.htm#copyright>). The originating unit chooses the graphic and arranges for its purchase. The image copyright is acknowledged on page ii of the front matter. It is usually significantly cheaper to purchase 'royalty free' images rather than 'rights managed' images. Images for books are researched by the Communications and Events Section.

The publication title and (if needed) subtitle

These should be short.

Other notes concerning front matter:

Abstracts

These are placed on page ii of front matter and are always drafted by the ITC Library at the very end of the copy preparation process.

Billion, \$, tons

If necessary, insert the following note in the front matter:

Unless otherwise specified, all references to dollars (\$) are to United States dollars, and all references to tons are to metric tons. The term 'billion' denotes 1 thousand million.

Disclaimers

The following disclaimer always appears on page ii of the front matter:

The designations employed and the presentation of material in this publication [or guide or manual] do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Where the names of firms, brands, commercial products or websites are mentioned, the following disclaimer is also used:

Mention of firm names [commercial products, brand names, websites] does not imply the endorsement of ITC.

In general, only books covered in the official publications programme submitted to the United Nations in New York are formally edited (i.e. by the ITC Publications Unit). Other publications, such as technical papers and miscellaneous documents, should contain this disclaimer line:

This document has not been formally edited by the International Trade Centre.

Inside pages of the cover

These pages are left blank except for information about ordering publications on the inside back cover. Other text considered of importance to ITC or to the programme under which the publication has been produced may be placed on these pages with the approval of the Chair of the Publications Board.

ISBN and ITC publication numbers

The Publications Unit assigns ISBN and ITC publication numbers.

End matter

End matter may include any or all of the following elements, normally in the order shown:

Appendices

These are numbered in Roman numerals and in the order in which they are referred to in the text, i.e. the first appendix mentioned in the text is given the number I. All appendices must have a reference in the text, as in (see appendix V), with the word 'appendix' in lower case and the number in large Roman numerals. If the authors want the appendices to appear in a certain order, they must make sure that they are referred to in that order in the text. A single appendix is not numbered.

Glossary**Bibliography or reference list****Index**

Originating units wanting an index to be added to a publication must draw up a list of index headings for submission to the Publications Unit together with the manuscript for editing. This list must have been reviewed for adequacy, consistency and accuracy by the originating unit, the author or the 'peers' who reviewed the manuscript. The Publications Unit will mark up the manuscript for the automatic generation of the index at the end of the editing process.

Reprints, revised editions of ITC books**Reprint**

The phrase 'Reprint 2013' [or other year] should appear on page ii after the sentence 'Digital image on the cover' (with appropriate spacing in between).

Revised edition

The phrase 'Revised edition' or 'Second edition', etc. should appear on the cover and the title-page after the title (with appropriate spacing in between).

It should also appear after the title on page ii of the front matter, as follows:

ABSTRACT FOR TRADE INFORMATION SERVICES ...**Title. Second edition****Geneva: ITC ...**

Note that a full stop follows the title but not the phrase.

The phrase **First edition 2001** [or other year] appears below the ITC address line, with appropriate spacing in between.

ISBN and ITC numbers

New ISBN and ITC numbers are assigned by the Publications Unit to each new edition. Reprints are given the same ITC and ISBN numbers. The ITC number changes the year and the months to the year and the letter r, as follows:

ITC number: P249.E/DCP/BTP/13-III

ITC reprint number: P249.E/DCP/BTP/13r

Reprints are dated the year they appear (for budgetary reasons, among others).

Joint publications

The cover design of joint publications is a special case. The branding should reflect that of the lead partner. It should be determined in advance, when developing the legal agreement between parties. For national versions of ITC books, the cover design is developed by the ITC Publications Unit.

The originating unit obtains from the joint publisher print-quality electronic files of the following: joint publisher's logo for the front and back covers; a short text on the joint publisher; and the joint publisher's street or postal address, telephone and fax numbers, e-mail and Internet addresses. Separate acknowledgements and a separate foreword are often required. The final version must be approved by the joint publisher.

Funding

Sources of funding for the preparation of a publication may be acknowledged, but only if deemed necessary, on page ii of the front matter, as follows:

The [Government of Denmark] financed the preparation of this study.

Appendix III Joint Advisory Group (JAG) and other official documents

Length

The United Nations has set limits on the length of official documents. JAG and other official ITC documents should not exceed 24 pages.

Accuracy and consistency between documents

Check your facts, and make sure that what you say in one document (or in one section of your document) is not contradicted by what is said in another document (or another section of your document). If, however, you intend such a contradiction, explicitly note and justify it.

Clarity and coherence

Every sentence should express a clear idea, and all ideas in a paragraph (and section) should be coherent. Try using short sentences. Convolved sentences do not lend themselves to clarity and are difficult to translate.

Indirect speech

Reports on the meetings of JAG and other bodies are written in indirect speech. (See Indirect or reported speech on page 18.)

Headed paper, document numbers

JAG documents are printed on special headed paper, carry a document number assigned by the Senior Executive and External Relations Officer, and are dated (generally the date on which the document is finalized at the Publications Unit). The document number generally follows this format: ITC/AG(XLVI)/245. The number in Roman numerals refers to the JAG session.

Authorization

Authorization to print, to release on the ITC website and to distribute JAG documents in all language versions is given by the External Relations Unit.

Statements by the ITC Executive Director to JAG

These are distributed before delivery and carry the following entries on the top of the first page:

[Date] CHECK AGAINST DELIVERY
Statement of Mr./Ms. [name], Executive Director of ITC,
at the [forty-sixth] session of the Joint Advisory Group on the International Trade
Centre

Conference room paper (CRP)

A CRP is sometimes used as a basis for discussion or as a source of additional information during JAG sessions. It is not a JAG document in the strict sense of the word and follows a separate numbering system, as in: ITC/AG(XLVI)/CRP/1.

Appendix IV Punctuation

Apostrophes

Use the singular possessive **'s** after singular words or names that end in s: **caucus's**, **boss's**. (Exceptions: **United States'**, **the Philippines'**.) Use it in plurals that do not end in s: **children's**.

Use the plural possessive **s'** in nouns ending in s: **Danes'**, **Joneses'**, including names ending in s that take a singular verb: **Reuters'**, **Barclays'**.

Use the plural possessive in expressions such as **three years' time**, **several hours' delay**.

Plural forms of numbers or abbreviations do not take apostrophes: **NGOs**, **TPOs**, **pilots of 747s**, **1990s**.

Colon

Do not use a colon to introduce new paragraphs or sections. Rephrase the introductory sentence and end it with the usual full stop.

A colon is most often used to indicate that an expansion, qualification or explanation is about to follow (e.g. a list of items in running text).

Do not use a colon at the end of headings or to introduce a table or graph set in text matter.

Do not leave a space between a colon and the preceding word (unlike French usage).

Comma

A comma has many functions, but some of the more important ones are to separate words in a series or list, and to separate words or phrases that would otherwise be unclear. Use commas as an aid to understanding. Too many in one sentence can be confusing. Sometimes the absence of a comma can completely change the meaning of a sentence, for example:

The ship's captain ordered a change of course.

The ship's captain ordered a change, of course.

As a general rule, use two commas, or none at all, when inserting a clause in the middle of a sentence. Thus, do not write: **Use two commas, or none at all when inserting ...** or **Use two commas or none at all, when inserting ...**

Do not put a comma before **and** at the end of a series of items unless one of the items includes another and. Thus: **Its main exports were tobacco, pepper, meat and butter**. But: **Its exports are tobacco, hides and skins, fruits and vegetables, and copper**.

Do not put a comma between the subject and the verb, or between the verb and its direct object. Exception: **We, the people, agree ...**

Dash

Use the en dash (–) instead of a hyphen when a dash is required.

Use a spaced en dash – a dash with spaces on either side of it – to indicate an abrupt break in a sentence.

Use unspaced en dashes to join coordinating or contrasting pairs of words (**buyers–sellers meeting**, **cost–benefit analysis**); to indicate a range of numbers (**34–96**), including dates (**1956–2001**); or to give a range in months or page numbers (**May–August**; **pp. 37–48**).

Use an en dash to express a minus sign (**–10°C**).

To insert dashes, go to the Word toolbar Insert>Symbol>Special characters. Select en dash or em dash.

Ellipsis points

Ellipsis points (dots) are used to mark omissions within a quotation. It is not normally necessary to use ellipsis points for omissions at the beginning or end of a quotation. Three ellipsis points (...) are used for omissions within a sentence and between complete sentences. Within a sentence, insert a space before and after the ellipsis points. To indicate the omission of one or more paragraphs within a block quotation, insert the ellipsis points on a separate line of text and align them with the normal paragraph indents.

Example:

She reminded the Committee that under article 38 of the Convention on the Rights of the Child:

“1. States Parties shall undertake to respect ... rules of international humanitarian law applicable to them in armed conflicts which are relevant to the child.

...

“3. States Parties shall refrain from recruiting any person who has not attained the age of fifteen years into their armed forces. In recruiting among those persons who have attained the age of fifteen years but who have not attained the age of eighteen years, States Parties shall endeavour to give priority to those who are oldest.”

Exclamation marks

Do not use them.

Full stop or period

Use only one space after the full stop (period) at the end of a sentence. No full stop is required if a complete quotation ends in a full stop, question mark or exclamation mark before the final quotes. Thus: ‘**Are these people coming with us?**’ ‘**How cold it is!**’ **The official said: ‘My country cannot vote for the resolution.’**

Hyphenated words

Consult the latest edition of the *Oxford Dictionary* (available free online at: <http://oxforddictionaries.com/>) for correct usage. Many words have lost their hyphens; thus: **cooperate, cooperation, coordinate, coordination, coprocessor, predetermine, presuppose, workforce.**

Hyphens

Use hyphens in the following instances:

Fractions, whether as nouns or as adjectives: **two-thirds, one-half.**

Adjectives formed from two or more words: **affirmative-action policy, balance-of-payments difficulties; a 6-year-old child.** But adjectives formed of proper nouns should not be hyphenated: **British Museum staff** (not British-Museum staff); **Hong Kong style** (not Hong-Kong style); **New England roots** (not New-England roots).

Nouns formed from prepositional verbs: **get-together, round-up, set-up** (but do not hyphenate the verbs: they set up a trade centre).

The quarters of the compass: **north-east, south-west,** etc.

See also adverbs in the A-Z section above.

Parentheses, brackets

The *Oxford English Dictionary* describes parenthesis as ‘a word, clause or sentence inserted as an explanation or afterthought into a passage which is grammatically complete without it, and usually marked off by brackets, dashes or commas’.

Use parentheses (brackets in British English) to explain rather than to comment or add an afterthought (as in the two examples in this sentence). For example: **The farmers rely on a good harvest after the annual rainy season (January to March). Trade promotion organizations (TPOs) help countries to ...**

When the parenthesis forms part of a sentence, the full stop (period) comes after the second round bracket (as here). (However, when the whole sentence is a parenthesis, as here, then the full stop comes before the second bracket.)

Brackets (square brackets in British English) are used when a writer or editor inserts words or an explanation in a quotation taken from a text written by someone else. So: The report noted: 'Programmes aimed at SMEs [**small and medium-sized enterprises**] include training to increase the professionalism of small-scale producers in 18 countries.' The Executive Director said: 'Angel Gurría [**Secretary-General of the OECD**] has highlighted that ownership and active engagement are critical to the success of Aid for Trade programmes.'

Question marks

Question marks are not necessary for indirect questions. So: **Who worked on the treaty?** But **He asked who worked on the treaty.** Or **I would like to know who worked on the treaty.** Note: in this case, we are not changing direct speech to indirect speech (see indirect or reported speech in the A-Z section). It is therefore not necessary to change the tense of the verb in the indirect question.

A question mark replaces the comma that is normally used in quotations: **'We shall leave soon,' she said.** But **'Shall we leave soon?' she asked.**

Quotation marks

Do not use quotation marks to enclose technical words or phrases that have become part of the trading, business, commercial or other vocabulary. Thus: just-in-time delivery, not 'just-in-time' delivery. Try to resist the temptation to enclose a word in quotation marks because it is not being used in its conventional sense; it is generally better to choose a more appropriate word.

In running text, do not enclose the titles of ITC programmes and projects in quotation marks.

Quotations

Single quotation marks are used for a quotation; double marks are used for a quotation within a quotation. If there should be yet another quotation within the second quotation it is necessary to revert to single quotation marks – although in such a case, it might be preferable to split the quote in two.

Quotations that exceed three lines should be broken off from the text (i.e. should start on a new line) and should be set in a smaller typeface. They are not enclosed by quotation marks. Any quotations within such excerpts should be in single quotation marks; any words of their own interpolated by the authors should be set in [].

Example:

Sir Mervyn King [Governor of the Bank of England] has endorsed tearing up the government's debt-reduction goal after he said it was 'acceptable' to miss the target if the economy continued to grow slowly. King said the weak state of the economy justified revising the target, which had been drawn up in better times.

Semicolon

A semicolon is used to link two connected thoughts in the same sentence; separate items in a series in running text, especially phrases containing commas; add emphasis.

Appendix V Bibliographies, references and footnotes

Bibliographies

Check the correctness and completeness of bibliographic entries. Do not wait for someone else to do this for you.

List bibliographic references alphabetically.

Unless the bibliography is prepared by the Library, which follows a separate system, the order of elements in bibliographic references is as given below.

For more information, see the United Nations Editorial Manual Online, reference lists and bibliographies at

http://69.94.137.26/editorialcontrol/ed-guidelines/footnotes/footnotes_chap_10.htm.

Book (one author)

Carley, Michael J. (1999). *1939: The Alliance That Never Was and the Coming of World War II*. Chicago: Dee.

Book (two or three authors)

Kleiner, F.S., C.J. Mamiya and R.G. Tansey (2001). *Gardner's Art Through the Ages*. Fort Worth: Harcourt College Publishers.

Book (more than three authors)

Lie, Trygve and others (1949). *Peace on Earth*. New York: Hermitage House.

Book (two editors; volume number and title)

Moran, Theodore H. and Gerald T. West, eds. (2005). *International Political Risk Management*, vol. 3, *Looking to the Future*. Washington, D.C.: World Bank.

Book (more than three authors; part of a series)

Stiglitz, Joseph and others (2006). *Stability with Growth: Macroeconomics, Liberalization and Development*. Initiative for Policy Dialogue Series. Oxford: Oxford University Press.

More than one book listed by the same author

Agernon, A. (2010). *Perspectives on Aid for Trade*. London: Cassell.

_____ (2009). *Trade in Developing Nations*. New York: Springer.

Note: the most recent publication is listed first; if two books by the same author are published in the same year and are cited in the text, put for the first book, for example, 2009 and for the second book, 2009a.

Article or chapter by individual author(s) in a book

Melville, Herman (1989). Hawthorne and His Mosses. In *The Norton Anthology of American Literature*, Nina Baym, ed. New York: Norton.

Translated book

Arakawa, Y. (1970). *Zen painting*. Trans. J. Bester. Tokyo: Kodansha International.

E-book

Rao, J.N.K. (2005). *Small Area Estimation*. New York: Wiley & Sons. E-book.

Magazines and periodicals

Bloom, David E. (2007). Governing global health. *Finance and Development*, vol. 44, No. 4 (December).

Barr, Nicholas and Peter Diamond (2006). The economics of pensions. *Oxford Review of Economic Policy*, vol. 22, No. 1 (Spring), pp. 15–39.

Note: Inclusive page numbers for articles are not required but may be retained if the author has consistently supplied them.

Newspaper

Rana Husseini (2007). Women leaders attempt to bridge East–West cultural divide. *Jordan Times*, 9 May.

Article on a website

European Commission (2008). Keeping promises to the developing world, 9 April. Available from http://ec.europa.eu/news/external_relations/080409_2_en.htm.

Online database

United Nations (2008). National Accounts Main Aggregates Database. Available from <http://unstats.un.org/unsd/snaama/Introduction.asp>. Accessed 5 February 2013.

Publication, organization as author and publisher

United Nations Educational, Scientific and Cultural Organization (2000). *Final Report of the World Education Forum, Dakar, Senegal, 26–28 April 2000*. Paris.

Publication accessed online

World Health Organization (2007). *World Health Report 2007: A Safer Future – Global Public Health Security in the 21st Century*. Geneva. Available from www.who.int/publications/en/.

Specific United Nations publications

For more information on how to set out bibliographic references for specific United Nations publications (such as a United Nations masthead document, a publication by a United Nations regional commission, a publication by a United Nations programme published externally or with a sales number, or an article by individual authors in a United Nations publication), please refer to the United Nations Editorial Manual Online at http://69.94.137.26/editorialcontrol/ed-guidelines/footnotes/footnotes_chap_10.htm.

Government publication with ministry or department as author and publisher

Namibia, Ministry of Labour (2001). *Namibia Labour Force Survey 1997*. Windhoek.

Government publication with ministry or department as author and separate publisher

United Kingdom, Department for Education and Skills (2007). *Care Matters: Time for Change*. London: The Stationery Office. Available from www.official-documents.gov.uk/.

Government publication by individual author

Stanecki, Karen A. (2004). *The AIDS Pandemic in the 21st Century*. United States Census Bureau, International Population Reports, Series WP02-2. Washington, D.C.: United States Government Printing Office. Available from www.census.gov.

Working paper or research report in a published series

Straub, Stephane (2008). Infrastructure and growth in developing countries: recent advances and research challenges. Policy Research Working Paper, No. 4460. Washington, D.C.: World Bank. Available from <http://go.worldbank.org/S6FTU2C430>.

Unpublished paper

Salagaev, Alexander (2002). Juvenile delinquency. Paper presented at the Expert Group Meeting on Global Priorities for Youth. Helsinki, October.

Public statement

Gurría, Angel (2007). Water: how to manage a vital resource. Statement to the OECD Forum 2007. Paris, 14 May. Available from www.oecd.org.

Interview

Hassan, Osman Ahmed (2003). Interview by Panel of Experts on Somalia. London, 4 January.

Citing sources in text

The author-date system can be used instead of footnotes in publications and technical reports to cite the sources used in preparing the text.

Do not use Wikipedia as a source.

How to cite sources

A source is cited by giving the last name of the author or editor and the year of publication in the text within parentheses. The full reference is included in an alphabetical list placed at the end of the text. More than one work can be cited in a single parenthetical reference. Example:

Available studies have shown that about 70% of income inequality among all the people of the world is explained by differences in incomes between countries and 30% by inequality within countries (Bourguignon and Morrisson, 2002; Milanovic, 2005).

For further information, see the United Nations Editorial Manual Online, reference lists and bibliographies at

http://69.94.137.26/editorialcontrol/ed-guidelines/footnotes/footnotes_chap_10.htm

Corresponding entries in reference list

Bourguignon, François and Christian Morrisson (2002). Inequality among world citizens, 1820–1992. *American Economic Review*, vol. 92, No. 4 (September).

Milanovic, Branko (2005). *Worlds Apart: Measuring International and Global Inequality*. Princeton, New Jersey: Princeton University Press.

When the author's name is mentioned directly in the text, only the year is given in parentheses. Example:

Waldon (1998) found that infant mortality is

Specific parts of a source

Citation of a specific part of a source (paragraph, table, chapter or page) is included in the text reference. Example:

Text references

In developing countries, the proportion of older people living alone was much smaller (United Nations, 2005b, table II.3).

It has been estimated that by 2020 the United States could face a shortage of 800,000 nurses and 200,000 doctors (Garrett, 2007, p. 15).

Corresponding entries in reference list

Garrett, Laurie (2007). The challenge of global health. *Foreign Affairs*, vol. 86, No. 1 (January/February), pp. 14–38.

United Nations (2005b). *Living Arrangements of Older Persons around the World*. Sales No. E.05.XIII.9.

Institutional authors

In references to United Nations publications, the United Nations is given as author. When other organizations are given as author, the names can be abbreviated in the parenthetical text reference if they have been defined in the text or a list of abbreviations at the beginning of the text. The names are spelled out in the corresponding entries in the reference list.

Text references

Since a country's loss of access to markets for international banks or bond markets spreads to other sources of financing, an across-the-board market closure may follow (United Nations, 2005).

One study found an average cost of lost output of 18.8 percentage points of GDP per crisis during 26 banking and currency crisis episodes in emerging market economies in Latin America and Asia during the 1980s and 1990s (IMF, 1998, table 15).

Corresponding entries in reference list

International Monetary Fund (1998). *World Economic Outlook: Financial Crises—Causes and Indicators*. Washington, D.C.

United Nations (2005). *World Economic and Social Survey 2005: Financing for Development*. Sales No. E.05.II.C.1.

Footnotes

Authors should check footnote entries for accuracy and completeness. They should not wait for the editor to do this for them.

Footnotes in body matter are numbered consecutively, in Arabic numerals, throughout the book. Footnote references in the text are in superscript and are placed outside the punctuation. Thus: **By far the largest supplier in 2001 was Italy.¹ The second largest was Poland,² followed by Spain and the United States.**

Publications and documents are presented in footnotes in the same way as in bibliographies (see above).

Latin in footnotes

Ibid. This is used to replace all or part of the reference in a footnote immediately preceding it (regardless of how far back in the document the preceding footnote is). In the second note in the example below, *Ibid.* stands for *International Labour Review*; in the third note, it stands for *International Labour Review*, vol. 93, No. 2; in the fourth note, it stands for *International Labour Review*, vol. 93, No. 2; and in the fifth note, it stands again for *International Labour Review*.

1. International Labour Office. *International Labour Review*, 92, 3.
2. *Ibid.*, 93, 1.
3. *Ibid.*, 2.
4. *Ibid.*: 66.
5. *Ibid.*, 89, 1.

Note that a comma is used after *ibid.*, *op. cit.* and *loc. cit.* if they are followed by figures indicating volume numbers, series numbers, dates, etc. But the comma is replaced by a colon when the figures indicate page numbers (see the fourth footnote above).

Ibid. may be used to refer to a footnote with *op. cit.* if the *op. cit.* footnote comes immediately before it.

Tinbergen, *op. cit.*: 118.

Ibid.: 120.

Op. cit. ('in the work cited') is used to replace repetitive references to books and pamphlets. *Loc. cit.* ('in the place cited') replaces references to articles in periodicals. They may be used only with the surname of an author. They are never used with the name of an organization or other body.

2. Van Wyck, R.J. (1979). Technological change: a macro perspective. *Technological Forecasting and Social Change*, vol. 15, No. 4 (December), pp. 281–283.

...

5. Van Wyck, *loc. cit.*: 285.

If the name of the author (in this case, Van Wyck) appears in the text preceding the reference indicator:

10. *Loc. cit.*: 283.

If more than one work by the same author has been cited, *op. cit.* and *loc. cit.* should not be used. The title should be repeated, without the publication data; a short form may be used, if convenient, in the following cases:

Where more than one work by the same author has been referred to:

1. Maddux, J.F. and D.P. Desmond (1974). Obtaining life history information about opioid users. *International Journal of Addictions*, No. 1, p. 190.

2. Maddux, J.F. and D.P. Desmond (1975). Reliability and validity of information from chronic heroin users. *Journal of Psychiatric Research*, No. 12, p. 93.

...

7. Maddux and Desmond, 'Obtaining life history information ...': 197.

Op. cit. and *loc. cit.* are never used if the abbreviated title is shown at the first full citation:

9. United Nations. *Report of the United Nations Conference on Science and Technology for Development, Vienna, 20–31 August 1979* (Sales No. E.79.1.21 and corrigenda) (hereinafter referred to as *Report of the Conference*).

Footnotes to tables

See appendix VI. These are indicated by small letters, in a separate series for each table. The elements of bibliographical footnotes to tables are cited in the same order and according to the same style as footnotes in body matter.

References in the *Trade Secrets* series of publications

Book, journal and website references in these publications are presented in the same way as in bibliographies (see above). However, information about the publication's price,* how to order it* and a short description of contents (in phrases rather than full sentences) are also added after the year of publication or the URL.

*Note that in ITC publications, the price information is not given, and the following text is inserted after the year of publication (it is then followed by the description of contents):

ITC, Palais des Nations, 1211 Geneva 10, Switzerland. Tel: +41 22 730 0111. Fax: +41 22 733 4439. E-mail: itcreg@intracen.org. Website: www.intracen.org. United Nations Sales & Marketing Section, Room DC2-853, 2 United Nations Plaza, New York, N.Y. 10017, United States. Fax: +1 212 963 3489. E-mail: publications@un.org

Examples:

International Trade Centre and ODIN (2001). *Converting LDC Export Opportunities into Business: A strategic response*. (United Nations Publication Sales No. E.01.III.T.8). ITC, Palais des Nations, 1211 Geneva 10, Switzerland. Tel: +41 22 730 0111. Fax: +41 22 733 4439. E-mail: itcreg@intracen.org. Website: www.intracen.org. United Nations Sales & Marketing Section, Room DC2-853, 2 United Nations Plaza, New York, N.Y. 10017, United States. Fax: +1 212 963 3489. E-mail: publications@un.org. Draws lessons from successful entrepreneurs in LDCs.

National Research Council (1995). *Standards, Conformity Assessment and Trade: Into the 21st century*. Washington, D.C.: National Academy Press. US\$ 48. National Academy Press, 2101 Constitution Avenue, NW, Lockbox 285, Washington, D.C. 20055, USA. Tel: +1 202 334 3313. Fax: +1 202 334 2451. E-mail: zjones@nas.edu. Website: www.nap.edu. Examines standards organizations; explores the role of government regulation, laboratory accreditation, and multiple quality standards in product development and manufacturing.

Schwamm, Henri (2001). Reducing technical trade barriers: Second triennial review of the WTO Agreement on Technical Barriers to Trade (TBT) – Results and Scope. *ISO Bulletin*, (February). Annual subscription: SwF 98. ISO, Case postale 56, CH-1211 Geneva 20, Switzerland. Tel: +41 22 749 0111. Fax: +41 22 733 34 30. E-mail: sales@iso.ch. Website: www.iso.ch. Clarifies the functioning of the Agreement and its efforts to facilitate the participation of developing countries in international standardization and conformity assessment work.

Trade Port. www.tradeport.org. Provides comprehensive information on entering foreign markets, finding trade leads, finding an overseas representative, and pursuing international bid opportunities.

Appendix VI Tables, charts, graphs and figures

Tables have at least three columns. A simple listing should not be referred to as a table.

Checklist for authors

Authors are responsible for the selection, construction and accuracy of all tables, charts, graphs and figures. If, after careful investigation, they conclude that the figures cited in the table are incomplete or unreliable, they must state the fact in a footnote. They should also consider the advisability of replacing the table with an indication of orders of magnitude in the text.

Authors are also responsible for:

- Indicating the exact period covered by the table;
- Indicating the units to which the figures pertain (e.g. tons, dollars);
- Ensuring that percentages add up to 100 and that figures add up to totals (if they do not, the authors must explain why);
- Indicating the source in full, identifying any abbreviations used and checking each table before and after it is typed;
- Obtaining permission in writing for published sources.

Numbering

Tables are generally numbered consecutively, in Arabic numerals.

Table 1: Title

Country	2010	2011	2012	2013
Switzerland	2 000	400	2 500	3 800

Tables in annexes are also numbered in Arabic numerals, but in separate series for each annex. If there is only one table in a text or an annex, it is not numbered.

Figures (graphs, charts, etc.) are numbered separately from tables, in Arabic numerals. For example: Figure 1. The rise and fall of the Roman Empire.

All should be mentioned in the text and cited by number. For example: As can be seen in figure 1, the Roman Empire ...

Titles

Capitalize the first letter of a title of a table or a line of text in a column; the other words should be in lower case.

Each title should indicate the country or area, the subject and the period covered, in that order. If a single unit of currency or measure is used throughout the table, place it in full below the heading, in parentheses.

Comparisons

If units differ from column to column, they may be identified to the right of the page under the title and shown in abbreviated form in the column headings. A key to a table may also appear in the body of the table or as an explanatory note under the source reference.

In comparisons covering a number of countries over a period of years, figures are normally listed in a column in descending order of magnitude, and countries are listed in the order of the figures for the last year shown. Totals are normally shown in the top line.

Currency

In tables where a United States dollar equivalent is given for figures cited in another currency, the exchange rates for the years covered and the source of this information (usually issued by the International Monetary Fund in its *International Financial Statistics*) are given in a note to the table.

Any citations of tariff classifications and numbers must be accurate.

Symbols and contractions in tables

Among the most commonly used are the following:

- ... (three dots) indicates that data are not separately reported.
- (en dash) indicates that the amount is nil or negligible.
- n.a. indicates that the item is not applicable.
- n.e.s. indicates that the item is not elsewhere specified.

These and other symbols or contractions used in tables throughout a publication are listed and identified in the explanatory note to the publication as a whole.

If symbols appear in only one table, identify them in a footnote to that table.

Source references, explanatory notes

Source references to tables are placed immediately below the table, and begin with the word **Source:** or **Sources:** (in italics, bold, followed by a colon – note that the source itself is not in bold). Where the source is a publication, follow the indications for bibliographies and references in appendix III.

Examples:

Source: United Nations (1974). *Statistical Yearbook*. (Sales No. E/F.75.XVII.1), p. 5.

Source: ITC (1996). *ISO 9000 Quality Management Systems: Guidelines for Enterprises in Developing Countries*, 2nd edition. Geneva.

Other examples of source references are given below:

Source: Data supplied by the WTO Secretariat.

Source: ITC calculations, based on data supplied by the World Bank.

Source: Calculated from figures in the *FAO Yearbook of Food and Agriculture Statistics* (Rome), various issues.

The source reference may be followed by an explanatory note and footnotes, in that order. In a table covering more than one page, this information is grouped on the last page.

Source: Organisation for Economic Co-operation and Development (1975). *Development Cooperation, 1975 Review*. Paris.

Note: Figures may not add up owing to rounding. International Monetary Fund (IMF) annual par rate/market rate according to *International Financial Statistics* (Washington, D.C., April 1978): US\$ 1.00 = DM 3.1890 (1972); DM 2.6725 (1973).

* Including blackcurrants and redcurrants.

As can be seen in the example above, footnote references are indicated by small letters, in a separate series for each table. The references should read consecutively across, not down, the columns. A reference attached to a column heading applies to all items in the column; it should therefore not be repeated in that column. Where possible, use phrases rather than sentences in footnotes, e.g. 'Excluding livestock' rather than 'Excludes livestock'.

The terms *ibid.*, *op. cit.* and *loc. cit.* are never used in footnotes to tables. The titles of reference works should be repeated as each table is self-contained.

Software compatibility

Check that the software used to produce the chart is compatible with the software that will ultimately be used to prepare the book for external printing. PowerPoint, for example, is not compatible with the desktop publisher InDesign. If the book is to be published in black and white, do not use colour to set off one type of data from another.

Appendix VII Formatting guidelines for book authors

ITC books and key corporate communications materials for advisory meetings are produced by the Communications and Events section. All other materials are formatted within the ITC divisions.

Below you will find formatting guidelines for book authors, with indications of the font sizes to be used to indicate titles, heads, body text, etc. See the Intranet site 'One Voice, One Look, One Vision' for other formatting templates and models. The ITC publications overview (also available on the Intranet) will guide you through the publications process.

Note that ITC books are A4 (21 cm x 29.7 cm). Other sizes are not possible for practical reasons having to do with the mailing system of the United Nations Office in Geneva, as well as cost efficiencies in printing. A5 formats are possible but are reserved for book executive summaries and communications promotional materials.

Formatting guidelines for authors – Chapter title (Arial 15)

How authors and ITC layout team collaborate – Head 1 (Arial 13)

Body text (Arial 10) – The ITC publications team handles layout in a special graphic design program called InDesign. Any text that is formatted in Word by authors must be unformatted. Therefore, we request that authors signal the structure of the text by putting the chapter title and heads in different font sizes, always using Arial. This example shows how authors should submit a text.

When formatting titles and heads, either continue using body text style (Arial 10) and note Head 1, Head 2, etc., after the head/title text or use the font style indicated in parentheses.

See the formatted example to see how your text is transformed into the book design format.

Please note:

- Table and box titles should be in body text and the mention 'END BOX' inserted at the end of box text.
- Short titles and heads are very important. Ideally they are between two and five words long. Translated texts are much longer than the English, hence titles and heads are longer. Titles and heads that go over two lines are unsightly.
- Long paragraphs and sentences are hard to read. Sentences should have one concept per sentence only. Paragraphs should not be longer than six to ten lines.
- The rest of this filler text is in Latin, used by graphic designers as filler text to give you an idea of how the design will appear.

Doloribusda quam fuga – Head 2 (Arial 12)

Ipiſt molupta doloribus maio blam, et ute ſinciis reriat atquat duſt, quat et laut rem acil et voluptatus coreſt provitatecti ut velit, offic totatatur ad maios minus que plabo. Sa vendion repudicitat et pro explici pſapiendio cum abo. Igenian damuſt, quatuſ ſin rehendeliquo voluptit quam eſtion nihit, od quos doleſ explam dellaborepe parum fuga. Nemporum illiqui cone ſinveriae.

Doloribusda quam fuga – Head 3 (Arial 11)

Il et que excerptae miliqua testotas mo tota porempo perae vel et quia vel inusanimet vel millabo. Optate poritas maiore, quaescit peribus isti in nis es quatemp orehendae volores tiorumqui quassequat rem sunte am et as explitatur, qui accabor a dunt perisim inverat ibusdante vendignatur, nonse et venes quibus doloriaturia qui tet et perum.

Everaer orernatiis abor ate nis – Head 3 (Arial 11)

Ad et a venimusa quatiar earcitio. Et et oditaesequo tem sum reperum que et, sequias dolorem cus, quas coreicit, conseni hicimodi alis doluptatio. Eceribe riberru mquate anda nones prati quatem exceper estibust, ut aut proria in rerum qui ad et et et dolut quid mo dolenis as alit, nia volorae oditium nis rate cus, test ulpario to et volenihil id quassit pori quam eat inciisin rem rehenis simint, iunt, volum quos quatur aut quaecabo. Ovidera quo te dolupta tempor sam, quia vit as ditam seditatusam, que ium iundaeriatet is sitat.

Lici dolum quaepra – Head 2 (Arial 12)

Uiat faccatatur autem vellescillis et, volla de videm rerehendem. Nam, esciis eritinvel invelibuscia esediate labo. Caero ma voluptat at laceperit es conestiatem nusae nullecus.

Onsent, cuprate mporernam – Head 3 (Arial 11)

Sedi si vid eturit quid et volupta ssmidodis pa sequiam quo quiscium estius eria nonsequ idescil lendandaapta corpore henisci llectet qui occullic to excestibus a prae voluptur secearum rem exerecu stibus aut pe consequi cor at volupid estrumquam autectur repudis eum nost, exeri commoluptium quidis adicipicae quod mosante con core corporero cullecus, occumquos quam, suntotaque vent mi, ipis autem qui dem verehento officii cupatio.

Table 2: Table title

Category	Item 1	Item 2	Item 3	Item 4	Item 5
category 1	1 000	12 000	54 000	45	458
category 2	54 000	124	12 457	124	1 0217
category 3			4 557		
category 4			1 240		

Perumqui omnis era consequere exerum auda sitiam rem nos mint undit eum nim ra ipistem voloruptius sus expe etur rest, occum, apit ommosunt ped ma quae et autem ventur sedigni ssequasin rem estia cor re cupatquam as ad maior a consequi si bla culluptur? Quia volore, Hit prore coriberum is estiisqui dessit, eos autatem reperum quassequam quibus doluptia samus.

Box 2: Everaer orernatiis abor ate nis ad et a venimusa quatiar earcitio

Et et oditaesequo tem sum reperum que et, sequias dolorem cus, quas coreicit, conseni hicimodi alis doluptatio. Eceribe riberru mquate anda nones prati quatem exceper estibust, ut aut proria in rerum qui ad et et et dolut quid mo dolenis as alit, nia volorae oditium nis rate cus, test ulpario to et volenihil id quassit pori quam eat inciisin rem rehenis simint, iunt, volum quos quatur aut quaecabo. Ovidera quo te dolupta tempor sam, quia vit as ditam seditatusam, que ium iundaeriatet is sitat.

Iduntio molut distiusape nusam qui rero bea dolore, tem. Nam autem qui sectem alibeatur, nihicae. Olupis ererovit, ut estiis volendaapta sus.

Lici dolum quaepra quiat faccatatur autem vellescillis et, volla de videm rerehendem. Nam, esciis eritinvel invelibuscia esediate labo. Caero ma voluptat at laceperit es conestiatem nusae nullecus.

END BOX

Appendix VIII Tips for French and Spanish translations

Documents are generally prepared in English and some are translated, particularly into French and Spanish. This appendix contains some tips aimed at those who write, edit or proofread in English to facilitate translation.

Currency

English	French	Spanish
\$ or US\$ (not USD)	\$ or \$E.-U. (not USD)	\$ or \$EE.UU. (not USD)
billion (956 billion)	milliards (956 milliards)	mil millones (956.000 millones)
<p>Note: When the unit is written in full, it should follow the amount; when an abbreviation is used, it should precede the amount.</p> <p>Where a symbol such as \$ or € is used to represent a unit of currency, there should be no space between the symbol and the figure, e.g. \$20, €2.</p> <p>Where the abbreviation is a letter or letters or a combination of letter(s) and symbol, there should be one space between the unit and the figures; in a combination of letter(s) and symbol, the symbol should always appear first, e.g. US\$ 20, EUR 2.</p>		

Temperature

Same for all languages: 15°C; between 10° and 20°C

Numerical punctuation

Running text		
English: 2,632,597	French/Russian: 2 632 597	Spanish: 2.632.597
Tables		
English/French/Spanish/Russian		
10 530 600		
632 597		
1 326		
<p>Note: A space replaces the punctuation marks in whole numbers of more than three digits in all languages.</p>		
Decimals in running text and tables		
English	French/Spanish/Russian	
3.4	3,4	
\$10.65	\$10,65	
€178.47	€178,47	

Time

English	French	Spanish
09:00, 13:30, 21:50	9 heures, 13h30, 21h50	9 horas, 13.30 horas, 21.50 horas

Paragraphs and subparagraphs

English	French and Spanish
First degree: (a), (b), (c), etc.	a), b), c), etc.
Second degree: (i), (ii), (iii), etc.	i), ii), iii), etc.)
Third degree: a., b., c., etc.	a., b., c., etc.
Fourth degree: i., ii., iii., etc.	i., ii., iii., etc.

Month abbreviations

English: Jan., Feb., Mar., Apr., May, June, July, Aug., Sept., Oct., Nov., Dec.

French: jan., févr., mars, avril, mai, juin, juill., août, sept., oct., nov., déc.

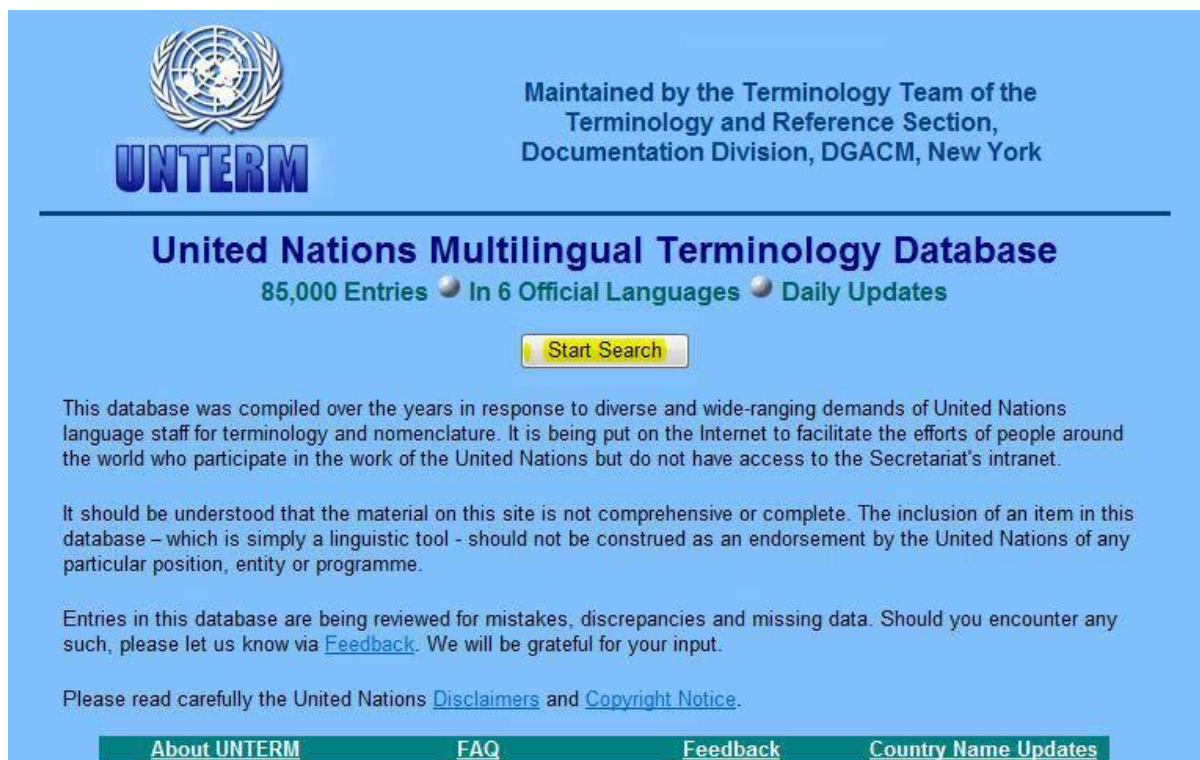
Spanish: ene., feb., mar., abr., mayo, jun., jul., ago., sep., oct., nov., dic.

French and Spanish editorial guidelines

The United Nations Editorial Manual Online also exists in French and Spanish. The French version is available at <http://dd.dgacm.org/ores/french/>. The manual is not available in Spanish but a Translators Manual in Spanish can be found at <http://itcnet.intracen.org/dbms/Docman2/Documents/PUBG20381.pdf>.

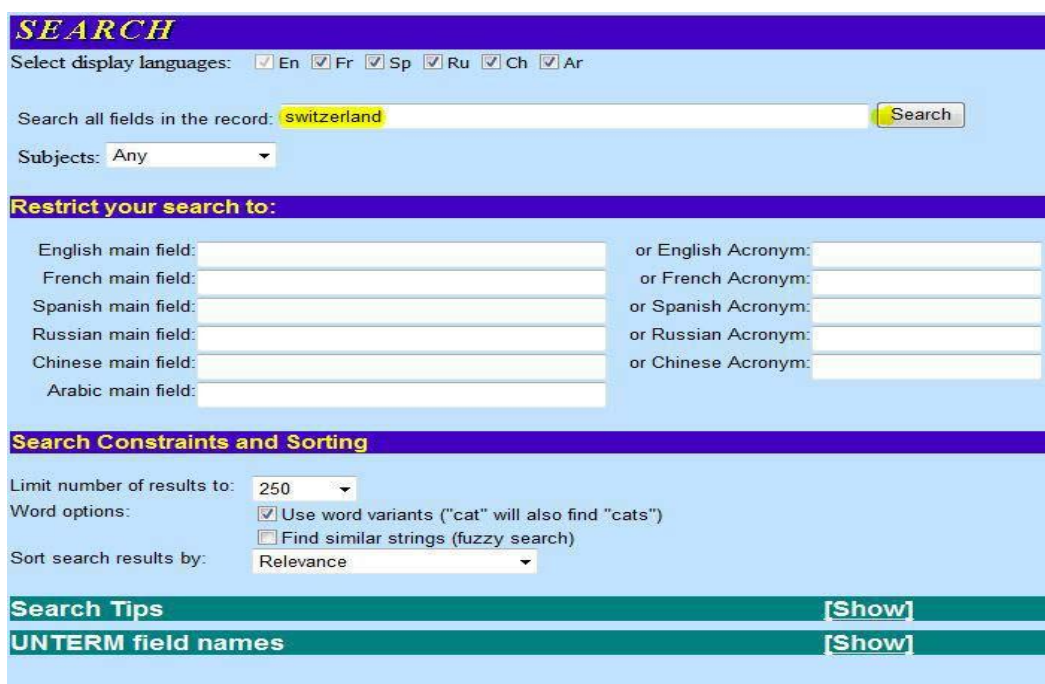
Appendix IX Verifying country names and currencies

Always consult the United Nations Multilingual Terminology Database (<http://unterm.un.org>). Screenshots showing how to use it are below.



The screenshot shows the homepage of the United Nations Multilingual Terminology Database (UNTERM). At the top left is the UN logo and the word "UNTERM" in large blue letters. To the right, it states "Maintained by the Terminology Team of the Terminology and Reference Section, Documentation Division, DGACM, New York". Below this, the title "United Nations Multilingual Terminology Database" is displayed in large blue font, followed by "85,000 Entries" and "In 6 Official Languages" and "Daily Updates". A yellow "Start Search" button is centered. Below the button, there is a paragraph of text explaining the database's purpose and a disclaimer. At the bottom, there are four green buttons: "About UNTERM", "FAQ", "Feedback", and "Country Name Updates".

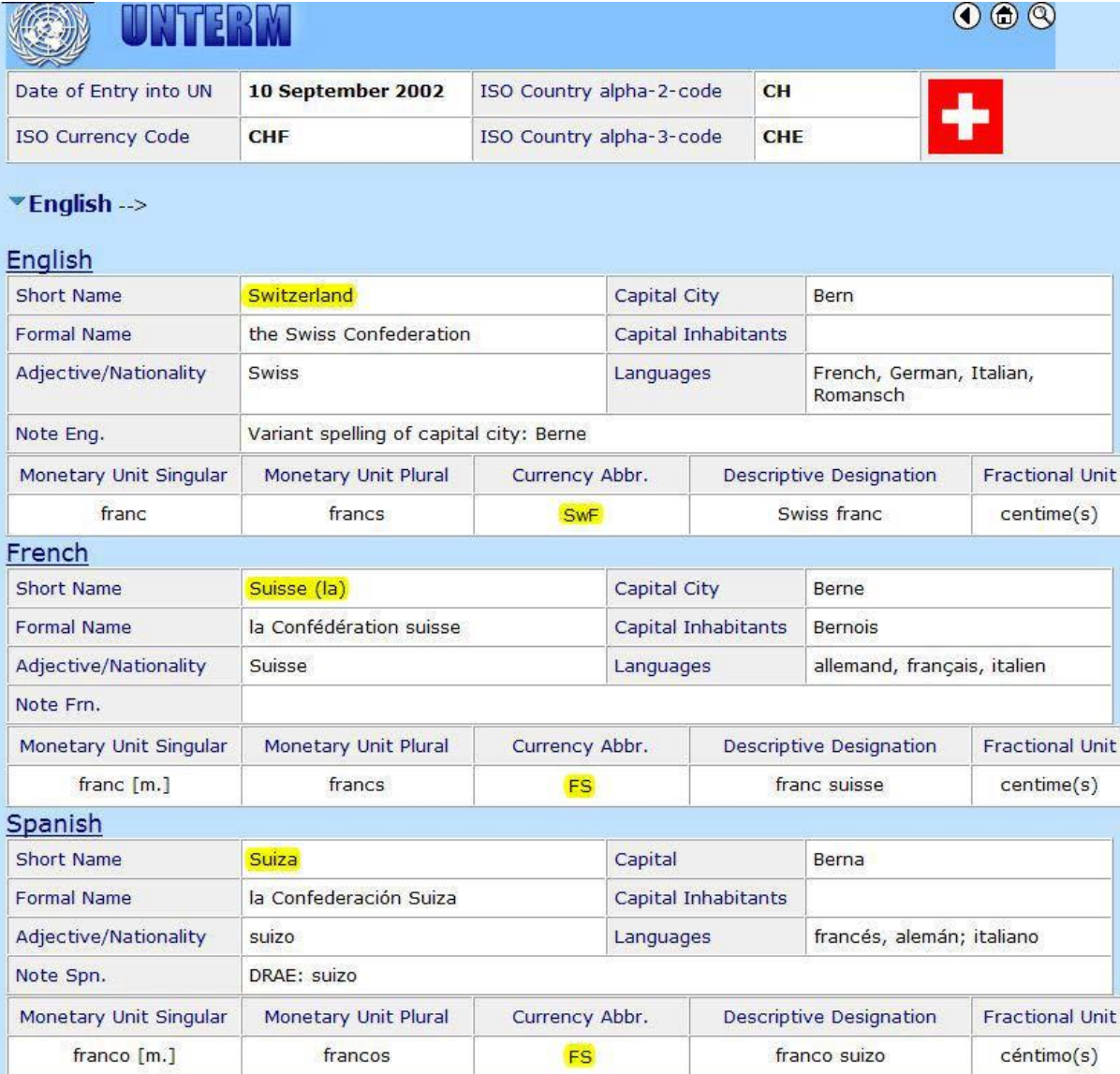
Type the name (or part of the name) of the country you are looking for; then click the down arrow to the right of 'Subjects' and choose 'Country name'. Then click on 'Search'



The screenshot shows the search interface of the UNTERM database. It features a purple header with the word "SEARCH" in yellow. Below the header, there are several sections:


- Select display languages:** A row of checkboxes for En, Fr, Sp, Ru, Ch, and Ar, all of which are checked.
- Search all fields in the record:** A text input field containing "switzerland" and a yellow "Search" button to its right.
- Subjects:** A dropdown menu currently set to "Any".
- Restrict your search to:** A section with two columns of input fields. The left column has fields for "English main field:", "French main field:", "Spanish main field:", "Russian main field:", "Chinese main field:", and "Arabic main field:". The right column has fields for "or English Acronym:", "or French Acronym:", "or Spanish Acronym:", "or Russian Acronym:", and "or Chinese Acronym:".
- Search Constraints and Sorting:** A section with a "Limit number of results to:" dropdown set to "250", "Word options:" with checkboxes for "Use word variants ('cat' will also find 'cats')" (checked) and "Find similar strings (fuzzy search)" (unchecked), and a "Sort search results by:" dropdown set to "Relevance".
- Search Tips** and **UNTERM field names**: Two green buttons at the bottom, each with a "[Show]" link to its right.

This window will open where you can find the information you are looking for:



English -->

English

Date of Entry into UN	10 September 2002	ISO Country alpha-2-code	CH	
ISO Currency Code	CHF	ISO Country alpha-3-code	CHE	

▼ **English** -->

English

Short Name	Switzerland	Capital City	Bern	
Formal Name	the Swiss Confederation	Capital Inhabitants		
Adjective/Nationality	Swiss	Languages	French, German, Italian, Romansch	
Note Eng.	Variant spelling of capital city: Berne			
Monetary Unit Singular	Monetary Unit Plural	Currency Abbr.	Descriptive Designation	Fractional Unit
franc	francs	SwF	Swiss franc	centime(s)

French

Short Name	Suisse (la)	Capital City	Berne	
Formal Name	la Confédération suisse	Capital Inhabitants	Bernois	
Adjective/Nationality	Suisse	Languages	allemand, français, italien	
Note Frn.				
Monetary Unit Singular	Monetary Unit Plural	Currency Abbr.	Descriptive Designation	Fractional Unit
franc [m.]	francs	FS	franc suisse	centime(s)

Spanish

Short Name	Suiza	Capital	Berna	
Formal Name	la Confederación Suiza	Capital Inhabitants		
Adjective/Nationality	suizo	Languages	francés, alemán; italiano	
Note Spn.	DRAE: suizo			
Monetary Unit Singular	Monetary Unit Plural	Currency Abbr.	Descriptive Designation	Fractional Unit
franco [m.]	francos	FS	franco suizo	céntimo(s)

United Nations currency abbreviations can be found for each country as the example above.

Appendix X Frequent copy-editing errors

Please use this short checklist to ensure that your document does not include basic errors.

- International Trade Centre – not International Trade Centre UNCTAD/WTO.
- ITC – not The ITC.
- SMEs – small and medium-sized enterprises, – not small and medium enterprises.
- least developed countries – in lower case, but the abbreviation is LDCs.
- British spelling – except words ending in -ize in general (exception: analyse).
- Per cent – use %, not the word; if the word must be used it is two words, not one; but percentage is one word.
- Punctuation – do not use a comma after etc. e.g. i.e. unless it is grammatically required in the sentence.
- Titles, subtitles, box titles – first letter upper case, subsequent lower case, except for proper nouns and other words that normally take upper case.
- Charts and figures, appendix – give them all titles.
- Websites – check all addresses to ensure they work.
- Country names – as part of the United Nations, we must use official names. Countries sometimes complain officially when this is not the case. Check the United Nations terminology tools online to find the latest correct country names.
- Money – United Nations standards vary according to language, but stay the same for tables.
- Numbers – English: 10,000.00 French: 10 000,00 Spanish: 10.000,00
- Tables in all languages: 10 000.00
- Spacing – do a 'search and replace' for double spaces and double dashes. Check whether the double dash is a typo, or whether it should be converted into an en dash (–).
- Bullets – if bullet text is more than three lines, use a period at the end of the sentence.



FSC is an independent, non-governmental, not for profit organization established to promote the responsible management of the world's forests.

Printed by the ITC Reprographic Service on FSC paper, which is environmentally-friendly paper (without chlorine) using vegetable-based inks. The printed matter is recyclable.

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www.intracen.org/publications

