



Editorial Guidelines for Case Authors

Version 0.5 October 2018

Please read these guidelines carefully and refer to them whilst writing your case. Questions you may have about the style, structure, or content of your case will be answered in this document.

What is a case?

A case is a written description of a business situation or problem. An active educational tool first developed by Harvard Business School in the 1920s and now used in schools worldwide, it presents students with real-world challenges to analyze from a business perspective. The case study method (or case method) of teaching is a popular and effective way for students to learn and apply concepts to real-life situations, strategies, and dilemmas. The typical case study provides an overview and background information associated with an issue a company is facing. Background information for case studies is based on 1) public information about an actual company or situation (possibly including interviews) and/or 2) faculty expertise in an area for hypothetical (but realistic) situations or companies. Background information may also include additional outside readings or media. In the case study teaching method, students review and analyze the background material, evaluate multiple alternative solutions, recommend and justify an optimal solution for the company, and predict outcomes of the solution.

Why are we commissioning cases?

Bloomsbury Fashion Business Cases (BFBC) is an online library subscription resource for fashion business education. Featuring specially commissioned business case studies about the fashion and apparel industry, written specifically with fashion students and educators in mind, it aims to be the go-to source for cases for teaching and learning about key business concepts, and developing problem-solving and decision-making skills essential to students' future careers in the business of fashion.

Our Editor-in-Chief, Leslie Davis Burns, is leading a team of specialist Regional Editors to carefully curate a core collection of cases for the launch of the resource, which will continue to be updated with new content. Our intention is to produce a well-balanced, comprehensive, and organized collection of cases that will be the ultimate resource for teaching materials, reliable research, intelligent commentary, and a solid starting point for wider exploration of business concepts and principles.

Targeted users include:

- Students and educators of fashion, from foundation level through to graduate;
- Students of business, the humanities, and social sciences, including (but not limited to) business studies and luxury management;
- Fashion professionals seeking information about specific sectors or fields;
- Fashion journalists, reviewers, and other researchers; and
- Educated non-specialists, public library patrons.

Proposal

The proposal for your case should be submitted to your Regional Editor for review before your author contract is issued.

General Style Notes

Please follow the **case template** supplied to you to write your case.

Ensure that the critical issue(s) in the case are clearly identified to the reader, and ensure that the sequence of events is clear.

Cases should not provide answers, outcomes, or resolutions to the problems outlined. Encourage varying approaches in the readers' responses. Provide enough detail for readers to understand the nature and scope of the problem, and position the case as a springboard for discussion and learning.

Every case should be written from the perspective of a particular decision-maker in the scenario. Identify key players in the case with names and roles. If you wish to keep individuals anonymous you should use pseudonyms and state this as such (see Disclaimers below).

Contributors should write in an accessible style for the general reader, insofar as they judge this to be possible, without loss of accuracy.

The use of undefined jargon should be avoided. If specialized terminology is required, include an explicit definition either within the case or in the 'definitions' section at the end of the case.

Cases should have an objective tone typical of accessible scholarly books. The cases should serve as a reliable, impartial, and authoritative source. As such, **all cases should be written in the third person.**

Insofar as they feel able to draw the distinction, contributors should mark the transition from factual to interpretive or controversial material. It is most appropriate to summarize debates rather than to participate in them.

Avoid hyperbole and unsupported statements about the importance, virtue, or glory of people, companies, events, or geographical areas.

Contributors should consult multiple sources to ensure accuracy of information, and subsequently should **include full citations references to support claims.** Do not speculate or add personal judgement.

Please check all names, place names, dates and other basic information in the text and bibliographic entries. There will be no further fact-checking of your entry.

Structure

Cases will range in length from 1,000 words to a maximum of 7,000 words. **It is crucial that each contributor keep to the word length specified in their contract.** The number of words outlined refers to the main body of text and does not include references or your abstract (see case writing template for further details). Please indicate the actual number of words at the beginning of your case.

A manuscript page typed double-spaced in Arial font size 14 on letter-size paper with one-inch (2.54 cm) margins will include between 250 and 275 words. The following scale can serve as a rough guide to the relationship between the number of words and the number of manuscript pages:

Words	Pages (double-spaced)
250	1
1,000	4

2,000	8
3,000	12
4,000	16
5,000	20

Paragraphs

Indent the first line of a new paragraph consistently (except immediately after a heading, or after an extract if the sense of the paragraph continues from the extract, when the paragraph should start flush with the left-hand margin). There is no need for extra space between paragraphs. Avoid too many short paragraphs.

Subheadings

Subheadings may be used throughout, especially in longer cases, to ensure ease of navigation for the reader and to break up longer sections of text. Subheadings should be positioned on a line of their own. Further divisions with *sub*-subheadings should be avoided.

Byline

At the beginning of your case, please type your name exactly as you wish to see it online.

Keywords

As per the case template supplied, contributors must provide five to ten keywords or phrases that they would like to be associated with the case for search purposes online.

Definitions

Directly below the references, please list any key terms or concepts occurring in your case that ought to appear in a glossary.

House Style

Spelling

Cases should be written in US English.

Therefore please use 'z' spelling for words ending in '-ize', '-ization' (Example: organize, organization). However, please note that alternative spellings in quoted material, book and article titles should not be changed.

For further spelling queries, please consult *Merriam-Webster's Collegiate Dictionary*, 11th ed. (Merriam-Webster, 2005).

Commas

In accordance with US style, serial/Oxford commas should be included before the 'and' in lists of three or more items, especially if each item is a single word or short phrase.

Example: red, white, and blue

Capitalization

As a general rule, use a minimum of capital letters throughout, including in chapter headings, subheadings, and captions. Proper nouns (including brand names) should always be capitalized.

Abbreviations and acronyms

Please retain the full point after contractions where the last letter is lower-case.

Example: Mr.; Mrs.; Dr.; St.; Ltd.; ed. (editor, edited by, edition); eds. (editors)

Do not include full points in sets of upper-case initials.

Example: UN; USA; NATO; UK; EEC; NY (state – always spell out New York when referring to the city).

The plural form does not take an apostrophe.

Example: NCOs.

Acronyms should appear in full on its first appearance, with the abbreviation or acronym in parentheses. Acronyms should always appear in upper-case.

Example: Business of Fashion (BOF).

Ellipses (...)

Omit ellipses at the beginning of quotations; they should also be omitted from the end of quotations, unless the sentence is deliberately incomplete. Use ellipses to indicate that material is missing within the quotation. Use three points only.

Em-dashes

Use un-spaced em-dashes (not hyphens or en-dashes) to separate parenthetical comments from the rest of a sentence.

Example: “Text—parenthetical comment—text”

Geography

Use upper-case North, South, East, and West if part of a political division.

Example: Southwest Africa, Western Europe, Western Capitalism.

Other instances should remain lower-case.

Dates and time

Avoid phrases that tie the case too closely into the time of writing such as “recently,” “lately,” “up-to-date,” “latest,” and the like.

Use the day, month, and year format:

6 October

October 2016

6 October 2016 (comma after the year when followed by text)

Use ‘from 2003 to 2005’ **not** ‘from 2003–5’.

Elision (removing repeated numbers) of dates is allowed for periods.

Example: ‘Here are the figures for 2001–10’.

Pairs of dates can be elided using an en-dash (not a hyphen), as follows: 1970–1, 1972–3, 1915–18. However, date ranges spanning over two centuries cannot be elided (1990–2003). Date ranges which begin with the first year of a century should be treated similarly (2000–2012).

Use a solidus (forward slash) for a year, such as a financial or academic year, covering more than one calendar year: 2007/8; the years 2015/16 to 2016/17.

Decades should follow the form ‘1990s’, **not** ‘1990’s’, ‘nineties’ or ‘Nineties’.

Months can be abbreviated in tables and notes, but always use the name of the month and not the number to prevent confusion.

Money

In a list, use two decimal places: '\$6.00' and '\$0.25', not '£6' and '25¢'.

When using dollar currencies other than US dollars, always ensure their national origin is identified for clarity.

Example: 'C\$' (Canadian); 'A\$' (Australian); 'HK\$' (Hong Kong)

For currencies other than dollars, sterling or euros, spell them out, rather than using an unfamiliar symbol.

Example: 2 rupees; 15 francs

Where possible, also include the \$USD equivalent in parentheses.

Example: 10,000,000 Japanese Yen (approximately equivalent to \$84,510)

Numbers

In general, use words for numbers one to ninety-nine; from 100 upwards use numerals. Round numbers above 100 may be expressed in words when not part of a series. The exception to this rule occurs when a heavy cluster of numbers appears within a single sentence or paragraph, in which case numerals should be used.

Use numerals for exact measurements.

When denoting a sum of currency, '2 million' etc. is acceptable.

Example: 'The retailer's profits had grown to \$13 million'.

Hyphenate spelt-out numbers.

Example: twenty-one, two-thirds. However, use figures to avoid too many hyphens; '62-year-old man' is preferable to 'sixty-two-year-old man'.

Use a comma in thousands and larger numbers, following US convention.

Example: 6,580, 12,000, 100,000

Elide numbers except in measurements: 21–4, 130–3, 115–19. Note that numbers from 11–19 retain the first '1', i.e. 11–18, rather than 11–8. Do not say 2–3,000 if you mean 2,000–3,000.

Do not start a sentence with a numeral. Spell the number out or turn the sentence round.

Figures are always used in percentages except when starting a sentence. When dealing with percentages in running text, use numerals for the amounts and spell out the word 'percent'.

Example: While 53 percent of women in the US...

When percentages appear in parentheses use numerals and the percent symbol.

Example: The majority (53%) of women in the US...

Use numerals and the percent symbol in tables.

Gendered language

Please use gender-neutral language as much as possible.

Example: Person or individual not man; humans, people, humankind not mankind

Identification of people cited

Please indicate the role or profession of individuals mentioned in the text when first mentioned.
Example: fashion designer Kansai Yamamoto, or Christopher Bailey, CEO of Burberry.

Non-English Terminology

Non-English terms should be set in italics the first time they appear. The word should then be followed by its English translation in parentheses. The term should then appear in roman type without the parenthetical translation thereafter.

In the instance of a non-literal translation, the word or phrase must be set in italics followed by the approximate translation in quotation marks.

Special Characters (e.g., accented letters, symbols)

If composed in Microsoft Word for Windows or a compatible program, the text can be submitted electronically containing any accented letters, symbols or special characters. We may, however, request a printed copy or PDF as well.

Should any other word processing programs be utilized, contributors must supply a hard copy of the manuscript with all diacritical marks (special characters) either typed or hand-written in their respective places in the text in addition to the electronic copy.

Notes

You may include endnotes in your case. Please use Microsoft Word's automatic endnote function.

Quotations

Use double quotes except for a "quotation 'within' a quotation."

Periods and commas always stand within the quote marks. However, other punctuation should stand outside the quote marks.

Quotations over sixty words should be indented and separated from the main text by a space above and below. They should not be set within quotation marks. Quote marks within block quotations should follow the rules above. All quotations should otherwise be consistent in spelling and capitalization with the source.

Citations, references and further reading

Citations

PLEASE NOTE: All public and field cases should be supported by in-text citations and references.

Please avoid using citations as exhaustively as you might in a journal article, but ensure that your case is fully supported by evidence. All work that is cited within the text should be included in the reference list at the end of the case. As a general guide, follow the below principles.

You must cite:

- Any verbatim use of a quote
- Paraphrasing of an idea or concept
- Facts, information and data (**except** generally known and accepted facts, e.g. Virgil Abloh is Louis Vuitton's Menswear Designer)

If you have multiple sources, cite the most credible or authoritative.

Citations should **not** appear in your abstract.

Bloomsbury follows the Harvard (author–date) referencing conventions.

References and further reading

References and further reading should appear in a single list, with the heading “References and Further Reading.” References and further reading are not included in the total word count for the case.

- Suggestions for further reading should consist of the most relevant texts and, preferably, those that are available to the general public. Obscure and otherwise hard-to-find works should be avoided.
- List items in alphabetical order of author surname.
- Arrange books and articles by a single author in date order.
- For second and subsequent works by the same author, unless there are multiple authors, use 3-em dash (six hyphens), rather than repeat the author’s full name.
- List books co-authored by the primary author by the surname of the second author.

Examples of bibliographic formats

Note: Titles of books are italicized.

Books:

Hancock, Joseph H. *Brand Story: Cases and Explorations in Fashion Branding*. New York: Fairchild Books, 2016.

Co-authored Books:

Paulins, Ann and Hillery, Julie L. *Ethics in the Fashion Industry*. New York: Fairchild Books, 2009.

Edited Books:

Jenss, Heike, Ed. *Fashion Studies: Research Methods, Sites and Practices*. London: Bloomsbury Academic, 2016.

Articles in Books:

Sadre-Orafai, Stephanie, “Recasting Fashion Image Production: An Ethnographic and Practice-Based Approach to Investigating Bodies as Media.” In *Fashion Studies: Research Methods, Sites and Practices*. Ed. Heike Jenss. London: Bloomsbury Academic, 2016, pp. 101-116.

Journal Articles:

Chen, BuYun. “Material Girls: Silk and Self-Fashioning in Tang China,” *Fashion Theory*, 21.1 (2017): 5-33.

[Note that issue number or season should be included in addition to the volume number and year.]

WWW Sites:

Helena Pike. “Kering's New Parental Leave Policy, Real People on the Runway.”

<https://www.businessoffashion.com/articles/news-analysis/social-goods-kerings-new-parental-leave-policy-real-people-on-the-runway> (Accessed December 2016)

[Note that it is best to list only well-established or institutional websites.]

Special cases

- Please attempt to cite works in English whenever possible. If sources in languages other than English are essential (e.g., classics in the field), they may be included. A preferred English translation should also be specified if possible.
- Specify an edition for any work; give standard editions of classic works rather than the most recent.
- Please note that Wikipedia should not be used as a source.

Figures, illustrations and tables

Illustrations

If you wish to include illustrations in your case, please discuss with your Regional Editor before you begin writing. Inclusion of illustrations will be at the Regional Editor's discretion.

Bloomsbury will fund the inclusion of illustrations up to a cost of £30 per case. Contributors are encouraged to use artwork that is their own copyright, royalty free or in the public domain in the first instance, then search www.gettyimages.co.uk as a next step. If you find relevant Getty images you wish to feature in your case, do not purchase the image(s) yourself but inform your Regional Editor and share the image reference ID(s); Bloomsbury will make the purchase on your behalf for a heavily discounted rate of **£10 per image** if the image is included in the Bloomsbury/Getty agreement (the special rate covers the majority of images available on the Getty website).

There is no limit to the number of illustrations included in a case, but please note that the responsibility for securing permission to use copyrighted illustrations rests with the author and any fees due in excess of the £30/case budget will need to be paid by the author.

Any copyrighted images that are not from Getty Images must be accompanied by a complete **Image Permission Form**, signed by the copyright holder/rights owner. Please see the Permissions Guidelines for Case Authors for more information.

Illustrations should be submitted as JPEG files at a minimum resolution of **2,500 pixels** in height or width and at 300 DPI.

Illustrations should have their position indicated in the case thus: [Insert Figure 1: Visual Merchandising].

Illustrations should be accompanied by full captions.

Captions will usually include the full source information for the image, including title, year of production/publication etc. Credit information for images, video and sound will normally appear after the caption, preceded by a full point. Use the wording agreed with the copyright/rights owner where applicable.

Example: Figure 1: Viktor and Rolf window display, Paris, France, 2015. © Kay-Paris Fernandes / Getty Images.

Within the case, images should be referred to by number and not as 'the image above', 'the following image' and so on. Please number figures sequentially throughout (i.e. Figure 1, 2, 3 etc.).

Tables

Tables should have their position indicated in the case thus: [Insert Appendix 1: Annual Revenue 2014-2016 here].

Within the text, tables should be referred to by number and not as ‘the table above’, ‘the following table’ etc. Any explanatory notes should appear beneath the table.

There is no limit to the number of rows and columns in the table, but please be mindful of how the table will display on an A4-sized portrait PDF.

Table headings should use headline capitalization with no full point at the end. The source of the table should go beneath the table, with the word ‘Source’ followed by a colon.

Example: Table 1: Table of Job Divisions and Staffing

Administration	Professionals	Technicians	Craftspeople
Board Members	Curators	Photographer	Preparators
Director	Conservators	Lighting Engineer	Electricians
Project Manager	Designers	Sound Engineer	Marketing Team

Source: F. Sayer, *Public History* (London: Bloomsbury, 2015).

Permissions

Please refer to the detailed **Permissions Guidelines for Case Authors** and use the template **Image / Text Permission Request Form** to request permission to reproduce copyrighted text and images. These must be submitted to your Regional Editor with your case.

You must obtain details of the correct copyright acknowledgement and credit for reuse of images and text.

Interviews conducted by author

Please ask your interviewees to sign the **Interview Release Form** at the time of interview. If these are not signed you can do so retrospectively when preparing your case. These must be submitted to your Regional Editor with your case.

If the interviewee is an employee and representative of an institution/company then you should also obtain a signature from their PR Department (an optional space for this signatory is provided at the end of the Interview Release Form). Most PR departments will only sign after/on the basis that they’ll approve a transcript of the interview or a draft of the case. Please share a draft of your case before submission to your Regional Editor and do not wait for the Proofs before requesting a signature.

Model releases

If you have taken your own photographs of people and you wish to include them in your case, you must use the template **Model Release Form** to secure permission from the subject(s). See the Permissions Guidelines for Case Authors for more information.

Quotations and borrowing from yourself

Most published sources are protected by copyright. Laws and conventions governing the need for authors to secure written permission to reprint material from previously published works are complex and are generally based on proportion, on degree of literary quality, and on the context of quotation. If your case requires extensive quotation from previously published works, please contact your Regional Editor for guidance and instruction. Please note that the responsibility for securing permission to reuse material (and any associated fees) rests with the contributor.

Reusing your own previously published material verbatim is prohibited without written permission from the publisher and inclusion of a credit line noting that the case (or parts of it) originally appeared elsewhere (even if the copyright on the previously published work's title page is in your name). Please keep in mind that you have contracted to write an original case for Bloomsbury Fashion Business Cases.

Epigraphs

Please note that material used in epigraphs (either at the beginning of a case or after subheadings) is not covered by fair-use guidelines, and so permission must be obtained from the copyright holder for their use.

Disclaimers

You must include a disclaimer as an endnote in your case if:

- You are **identifying a particular company** (e.g. all public and field cases):

"The author(s) wrote this case solely to provide material for class discussion and independent learning. The authors do not intend to illustrate either effective or ineffective handling of a situation. The comments and interpretation presented are not necessarily those of the company or its employees."

- You are using **pseudonyms** to protect the identity of subjects:

"The author(s) have disguised certain names and other identifying information in this case to protect confidentiality."

- You are analyzing a company through published, publically available information only (e.g. a **public case**):

"This case has been written on the basis of published sources only. The interpretation and perspectives presented in this case are not necessarily those of the company in question or any of its employees."

You may simply copy and paste the above disclaimers into your case as endnotes.

- You have written a **scenario case**:

"This case is based on a fictional company to provide material for class discussion and independent learning. Names of companies and individuals are used in a fictitious manner and any resemblance to actual companies or individuals is purely coincidental."

Deadlines

It is essential that you keep to your deadline as specified in your contract. Your case will need to be reviewed, copy-edited and prepared by our Production team, all of which will take some time. For the smooth running of the project as a whole and to ensure that we launch on time, it is essential

that you meet your deadline. If circumstances change after you sign the contract, and you cannot meet the deadline, please contact your Regional Editor.

Submission

Please submit your case(s) to your Regional Editor by the date specified in your contract, along with any images, tables and permissions forms as relevant.

Your manuscript must be saved in a Word for Windows compatible format.

Multiple draft submissions will not be accepted, so your submission must be final.

Please send other ancillary material, such as images or tables, as separate documents, being sure to state the pertinent case title and contributor name in the file names.

Your article will be reviewed by your Regional Editor and then by the Editor-in-Chief before being passed onto the Bloomsbury production team for copy editing. Please note that this is not a blind review. You will be contacted via email should there be any requests for revision from your Regional Editor, the Editor-in-Chief, or the copy-editor.

Payment at a rate of £30 per 1,000 words will be processed upon acceptance of your contribution by Bloomsbury.

You will be notified when your case is available for viewing on the resource. You will be sent a DOI link, a full citation and a PDF.

For all questions about deadlines and manuscript preparation, please email your Regional Editor.

Thank you for contributing to this exciting project. We appreciate the opportunity to work with you.