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the ParisTech Review author kit”

**share your story
it's your 2000 words!**

**bring a new twist
start a conversation**

**reach executives
from Abilene to Mumbai, ...
... from Munich to Xi'An**

**be factual
no jargon**

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About the ParisTech Review ”

The world may now be flat, but that doesn't mean it's less complex. In fact, it's more complex than ever.

The ParisTech Review¹ aims at helping business managers to better grasp this new level of complexity. PTR, an online review, will study how trends in technology, business, economics, are transforming our world. PTR will serve as a leading forum for free, objective, and rigorous debate about the implications of these trends.

PTR papers will be written by experts, including business managers and consultants, all with direct professional experience on their topics. PTR papers will serve the business community and beyond by evaluating the consequences of decisions made by managers and politicians on the local, national, and world stages. As a rule, they will take into consideration the impact of these decisions on the global public interest, and also public reaction to these decisions.

The ParisTech Review will be published in English for the convenience of a global audience, but PTR papers will also be available in French. With the support of its two strategic partners, the Harvard Business Review and Knowledge@Wharton, we hope the ParisTech Review will reach a broad and diverse audience of business and technology leaders around the globe.

¹ the Paris Institute of Technology (ParisTech) comprises 12 of France's elite graduate schools: AgroParisTech, Arts et Métiers ParisTech, Chimie Paris ParisTech, Ecole des Ponts ParisTech, ENSAE ParisTech, Ecole Polytechnique, ENSTA ParisTech, ESPCI ParisTech, HEC Paris, Institut d'Optique *Graduate School*, Mines ParisTech, and TELECOM ParisTech.

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the ParisTech Review editorial policy”

1. **The ParisTech Review (PTR)** engages with issues at the intersection of business, science and technology, economics, and society. The key words of **The ParisTech Review's** editorial policy are intellectual rigor, factual accuracy, freedom of expression, and debate.
2. The articles in **PTR** provide fresh and critical approaches to issues of global concern through analyses integrating business, technological, economics, or societal perspectives. They aim to incite viewers from around the world to think, question, and react.
3. The viewers targeted by **PTR** are corporate executives in developed and emerging countries.
4. **PTR** papers will serve the business community and beyond by evaluating the consequences of public and private decision-making on the local, national, and world stages. As a rule, **PTR** papers will take into consideration the global, public impact of these decisions, as well as public reaction to them.
5. Articles are generated from within the scope of the author's direct experience.
6. Authors and submissions are selected on the sole basis of their capacity to reflect the spirit of **The ParisTech Review's** editorial principles, irrespective of their citizenship, background or of affiliations with **ParisTech**.

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the ParisTech Review author guidelines”

1. the ParisTech Review

The **Paris Institute of Technology (ParisTech)** comprises 12 of France’s elite graduate schools¹.

The ParisTech Review (PTR) is an online publication, published in English and available in French. Its targeted viewership are worldwide corporate executives. **PTR** is a strategic partner both of **the Harvard Business Review** and **Knowledge@Wharton**.

PTR papers address issues spanning business, science and technology, economics and society topics² and provide **PTR**’s viewership with a fresh perspective on these issues. **PTR** papers epitomize factual accuracy, intellectual rigor, and freedom of expression. As a rule, **PTR** papers take into consideration the global, public impact of public and private policy decisions, as well as public reaction to them.

¹ These 12 institutions are AgroParisTech, Arts et Métiers ParisTech, Chimie Paris ParisTech, Ecole des Ponts ParisTech, ENSAE ParisTech, Ecole Polytechnique, ENSTA ParisTech, ESPCI ParisTech, HEC Paris, Institut d’Optique *Graduate School*, Mines ParisTech, and TELECOM ParisTech.

² Cf. the ParisTech Review editorial policy for more.

2. structuring your ParisTech Review submission

- (a) In accordance with **the ParisTech Review** editorial policy, the facts and data your submission cites should be beyond reproach. References and citations are encouraged.
Please expose, if applicable, the issue's societal relevance.
Please feel free to express your opinion, provided your references corroborate your views.
We encourage you to challenge the status quo or "common sense". Your submission should trigger comments, stimulate reactions and encourage debate.
- (b) Your submission should raise an equal level of interest from any viewer, regardless of citizenship or country of residence. Therefore, the issues you raise should rise above national or local issues. International comparisons are welcome.
- (c) **PTR** papers are not current news. By virtue of its depth, the reliability of its data and the strength of its line of reasoning, your submission should remain relevant for several years.
- (d) Your submission should be as factual and tangible as possible. **PTR** encourages you to illustrate your point with actual cases, either in which you have been personally involved, or of which you have been a first hand witness, which illustrate are encouraged.
Please avoid purely theoretical musings.
- (e) The vocabulary of your submission should be readily accessible to our viewership, irrespective of background.
Please avoid both business and scientific jargon.
Please also avoid footnotes: anything worth saying at all is worth saying in the main text.

3. editorial process, intellectual property

Your submission will be edited and **PTR** may propose editorial changes to you: specifically **PTR** may put forward a new title, a by line, as well as further reading **PTR** suggests on your topic.

By submitting your paper to **PTR**, you and your co-authors forgo all related rights to *Paris Publishing*, the French company which publishes **the ParisTech Review**.

4. how to submit

You may send your submission to submit@paristechreview.com, ideally in *rtf* format (e.g. the mail attachment could be named *PTR-yourname-yourtopic.rtf*).

5. technical issues

- core submissions should range between 2 000 and 2 500 words long.

- core submissions should be in **rtf** format.
- so you may be contacted during the editorial process, submissions should include:
 - your full name;
 - the preferred channel **PTR** may use (both email, and mobile or landline);
 - *neither of these will be shared with third parties without your express, prior, documented consent.*
- submissions should include for each co-author full name, principal (i.e. current) occupation and organization.
- web links, references and citations should be expressed in **Chicago 15th B style**³; these may include both references cited explicitly within the core submission and further reading the authors recommend on the topic.
- (i) authors should either hold all rights to submitted media (pictures, videos, ...) or (ii) submitted media should be ruled by a creative commons licence; in the former as in the latter cases, each media's respective right holders should grant **PTR** the non-exclusive right to post or re-post the edit it for content or size⁴.
- (i) submitted media should be either readily accessible online from anywhere in the world with a state of the art computer or (ii) **PTR** should have the non-exclusive right to post or re-post the submitted media and edit it for content or size.
- the submitted media's footprint shouldn't exceed 5 megabytes (5 Mb).
- the submitted media should preferably be language-neutral, or alternatively be bilingual in English and French.
- submitted pictures should be provided in **jpg**, or **png** formats with a resolution not exceeding 640x640 pixels, a definition between 72 and 300 dots per inch (300 dpi), and a true color depth (ideally a web safe color scheme).
- submitted videos should be provided either as (i) online, publicly available links (e.g.: Youtube, Dailymotion, ...) or (ii) in **avi**, **flv**, or **mpg** formats with a resolution not exceeding 640x640 pixels, 72 dpi, a web safe color scheme, and a frame rate not exceeding 25 frames per seconds (25 fps); the former (i.e. online) is preferred.
- information on every author of any submission should include:
 - a brief bio (50 to 100 words long);
 - a greyscale portrait in **jpg**, or **png** format, (ideally 800x800 pixels, 300 dpi; no less than 200x200 pixels, 72 dpi);
 - a list of books by the author;
 - a list of books the author recommends;
 - any contact information each individual author wishes to share publicly with the **PTR** viewership: postal address, email, web page, blog, or online social networking profile (*Facebook, LinkedIn, ...*), as well as documented consent these may be shared;
 - *unless previously submitted elements are no longer current, previously submitted author information need not be resubmitted.*

³ E.g. for academic papers: Euler, Leonard. 1760. De seriebus divergentibus. *Novi Commentarii academiae scientiarum imperialis Petropolitanae* 5:205-237.

for translated works: anon. 詩經 (*Shi Jing*) aka *The Book of Odes, Le Livre des Odes*. Translated by J. Legge and M. Granet.

for book chapters: Dawkins, Richard. 1989. The Replicators. In *The Selfish Gene*. Oxford: Oxford University Press.

for online references: *PLT Scheme*. 2009. Available from <http://www.plt-scheme.org/>.

for whole books: Tropp, Martin. 1976. *Mary Shelley's monster: The story of Frankenstein*: Houghton Mifflin.

⁴ Typically, charts may be edited to conform to **PTR**'s look and feel ; more broadly, color depth may be adjusted to true color and web safe colors may be favored.