



Welcome to the Photonics Media Press (PMP) author community. Whether you are already working with us on a book or still considering the possibility, this communication will introduce you to the authors behind our latest releases as well as how you can work with PMP to share your expertise and make your book a success.



#### The Book Report

Karen A. Newman, Publisher/Books & Courses, [Karen.Newman@Photonics.com](mailto:Karen.Newman@Photonics.com)

#### Write the manual for the future!

The far-reaching applications and potential markets for optics and photonics put those technologies at the heart of the future and make it easy to become passionate about light, lasers and lenses and all the associated elements, devices and systems. It often follows that people with a passion for a subject have the desire to share their knowledge with a receptive audience.

This issue's featured authors, Peter J. Kennedy and Rhonda L. Kennedy, relate how they wrote their book *Stabilizing the Line of Sight* to bridge the gaps they saw among available engineering curricula. They add, "It is based upon many years of design and development experience in this technical area with the hope that it will reduce the learning curve for new practitioners in the field."

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## Author Insight

#### Notes on the writing life

Peter and Rhonda report: *This book was written to bridge the gap between the various engineering curricula required to develop a successful LOS stabilization system. It is based upon many years of design and development experience in this technical area, with the hope that it will reduce the learning curve for new practitioners in the field. The intent of this book is not to describe detailed theory, such as control system design, motion control, friction or structural analysis, that is already available in a variety of textbooks, but to provide a framework for developing specific algorithms for applications in line-of-sight stabilization control. Several years in the making, Stabilizing the Line of Sight is a collaboration between two individuals with a desire to share this knowledge with the technical community in a professional medium. We are quite pleased that Laurin Publishing/Photonics Media Press has provided us with this opportunity and hope that readers will achieve the end goal desired.*



## Help Line

#### Tips and tricks for successful proposal and manuscript preparation

A key part of your book proposal is the abstract, or summary. As succinctly as possible, describe the information that will be covered in the book and how it will be presented: What are the main topics to be covered? Are you drawing from your own experience? Will you use interviews or case studies? Will you include illustrations, figures and equations? Is a particular software application central to the content? Be sure to define the need the book fills in the industry and characterize the audience for whom the book will be written. Finally, include a sentence about why you are the best person to write the book.

## Marketed with Flair

#### An inside look at the ways we market your book

Ads in many shapes, sizes and formats make up a large part of the marketing of Photonics Media Press books. Our writers and designers will craft copy and artwork—drawn from materials you submit and through our conversations—that capture the essence of your book and deliver the message to potential customers. We advertise individual titles in Photonics Media print publications (*Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics*); online at [www.photonics.com](http://www.photonics.com); through social media, including LinkedIn (Photonics Media), Twitter (@PhotonicsMedia) and Facebook (PhotonicsMedia); and in a broad range of subscription newsletters, including *This Week in Photonics*, *Photonics Media Bookstore Alert* and more.

## The PMP Author Community

Welcome to the community! You are receiving this email because you subscribed or you responded to a resource survey, book proposal invitation or other inquiry regarding submitting a book proposal to Photonics Media Press. We look forward to speaking with you about a book project. For immediate consideration, contact Karen Newman at [Karen.Newman@Photonics.com](mailto:Karen.Newman@Photonics.com).

### PMP Author Community Alerts

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### Ready to Publish?

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