Cutter Consortium
Editorial Guidelines

Anne Mullaney
Vice President, Product Development & Marketing

Christine Generali
Group Publisher, *Cutter Business Technology Journal (CBTJ)*

Jennifer Flaxman
Managing Editor, *Advisors; additional editorial role with Executive Updates/Reports, CBTJ*

Linda Dias
Production/Editorial Manager, *Executive Reports, Executive Updates,* and *CBTJ*

Tara Meads
Editor, *Executive Reports, Executive Updates*, *Advisors*, and *CBTJ*

Audience

Cutter Consortium's audience comprises senior-level professionals and practitioners. Typical readers are CIOs, CTOs, VPs of IT, CFOs, project managers, and high-level technical staff. Our client base generally represents business technologists in the user organization: internal IT, software development, and product development groups in *Fortune* 500 IT shops, large computer vendors, and government organizations. Readership also includes some academics, engineers, and a small number of consultants. Nearly half of our clients are outside the US. We do not actively market to the vendor community.

Deadline

The deadline you agree to when you commit to writing for Cutter Consortium is a "hard" deadline; if you're going to be late, let us know and we'll negotiate a mutually agreeable delivery date. If the deadline passes without our having heard from you, we will assume that you are unable to provide the article or report.

Once initial revisions have been approved by the managing editor and/or group publisher specific to your submission, the manuscript is considered *final* and ready for copyedit and production. (See tables below for further details on process timeline.)

Beyond the Basics

Introductory-level, tutorial coverage of a topic is not very popular with our readership because clients are fairly senior-level people. Delete the introductory fluff and get to the meat of the topic. Assume you're writing for someone who has been in the industry for 10 to 20 years, is very busy, and very impatient. Further assume the reader will be asking, "What's your point? What do I do with this information?" Apply the "so what?" test to everything you write.

Cutter Consortium provides "Access to the Experts" so consider this your opportunity to present readers with not only your expertise but also your unique vantage point on a subject. In today's 24/7 world of freely available content, Cutter Consortium expects top-notch writing that's clear, concise, and directly valuable to the needs of our clients.

We enjoy and encourage controversy and strong opinion. Because we don't carry any advertising, we can publish critical or negative comments about specific vendors or products. However, we don't want to publish anything libelous or slanderous. Conversely, we don't publish self-serving commercial messages praising one's own product or service.

Lastly, all articles and reports must meet certain criteria relating to audience, technical content, and presentation. If, upon editorial review, your completed article does not meet with these requirements, Cutter Consortium reserves the right to decline the publishing of your article.

Requirements

Style, Grammar, and Mechanics

Clients liken Cutter Consortium's publications to a "consultancy in print"; this confirms our intention to maintain the author's voice and not edit articles to a vanilla style. However, we are fanatics about editorial quality. For advice on good writing, we recommend *Merriam-Webster's Collegiate Dictionary*, *The Chicago Manual of Style*, and Strunk and White's *The Elements of Style*.

Avoiding Plagiarism

Cutter Consortium strives to bring its readers the best original content, because it's your insights that our clients are eager to read. That said, we know that thought leaders in any field will build on the ideas of others; the important thing is to credit those ideas — and the words in which they are expressed — properly. With all the online content available today, it's easy to fall into the plagiarism trap. Please be aware that any time you cut and paste text, you are at risk of committing plagiarism.

To avoid inadvertently plagiarizing, please be sure to place any text you take verbatim from another source (even Wikipedia) in quotation marks; it is not enough to simply cite the source. Note also that paraphrasing without citation is another form of plagiarism. Helpful guidelines on recognizing and avoiding plagiarism can be found here. We strongly encourage you to consult proper guidelines in order to avoid instances of plagiarism, which — however unintentional they may be — are damaging to the reputation of author and publisher alike.

Sourcing Content

When you do draw on the work of other authors and researchers, cite your sources accordingly in the relevant part of the text (using endnote numbers and hyperlinks, depending on Cutter Consortium publication type; see tables below for specific guidelines).

Given that Cutter Consortium has no relationships with vendors, we discourage the use of references, quotes, statistics, and figures from analyst/research firms with vendor ties (Gartner, MetaGroup, Yankee Group, Forrester, IDC, among others), as the data may be biased. If you feel information from one of these sources is critical to your article, please bring it to our attention early in the editorial process and we will be happy to discuss the issue. Note that Cutter Consortium conducts studies and surveys occasionally in its various practice areas. This data is available for use in your articles or reports. If there is specific data you are looking for to support an argument, please contact us for more information. We will be happy to send you any relevant data.

Keep in mind that if your article uses too many sources, it is often an indicator that your piece summarizes research too heavily and lacks original thought. Remember our readers are interested in *your* insights; above all, *speak in an expert voice*.

Graphics

Please keep your use of graphics to a minimum and **carefully review the tables below for further instructions.** Preferably, create your graphics in MS Office (Word, PowerPoint, Excel) and submit them as a separate editable Office file. If this is not possible, send files as high-res PNG, JPEG, PDF, or Adobe Illustrator CC/EPS. All images owned by another party may only be used with owner's permission. It is the author's responsibility to obtain permission. Copying images off the Internet without permission infringes on copyright and is unacceptable for publication.

Specifications

Review the tables below for general requirements per Cutter Consortium publication. If you have any questions, contact the appropriate person below:

Executive Reports/*Updates* and general graphics: Linda Dias (ldias@cutter.com)

Advisors: Jennifer Flaxman (jflaxman@cutter.com)

Cutter Business Technology Journal: Christine Generali (cgenerali@cutter.com)

	Executive Report	*Executive Update*	*Advisor*	*CBTJ*
Word Count	8,000-12,000 (Can be slightly less than 8K words if report contains numerous elements [graphics, tables, sidebars]; please contact Linda Dias [ldias@cutter.com] prior to submission.)	1,500-3,500 (We may be able to accept up to 5K words; please contact Linda Dias [ldias@cutter.com] prior to submission.)	700-1,500 (We may be able to accept longer articles; please contact Jennifer Flaxman [jflaxman@cutter.com] prior to submission.)	Opening Statement: 1,900-2,000; article: 2,000-3,500 (We may be able to accept longer articles; please contact Christine Generali [cgenerali@cutter.com] prior to submission.)
Additional Components	Abstract (50-75 words); summary (1,000 words, no graphics); report graphics (optional); bio(s);* and headshot(s)**	Abstract (50-75 words); graphics (optional); bio(s);* and headshot(s)**	Graphics (optional), bio(s),* and headshot(s)**	Graphics (optional), bio(s),* and headshot(s)**
Subscriber Delivery Method	PDF, Cutter Consortium website	PDF, Cutter Consortium website	PDF, Cutter Consortium website, email	PDF, Cutter Consortium website, limited postal mailing
Citations/ Additional Comments	Hyperlink your sources within article and use footnotes for additional commentary.	Hyperlink your sources within article and use footnotes for additional commentary.	Hyperlink your sources within article and use footnotes for additional commentary.	Use endnotes/hyperlinks*** for all sources/additional commentary; no footnotes.
Bio*	Please include a brief bio (200 words or less) of each author, along with email address of author(s). Sample here.			
Headshot**	Please include a high-res color headshot (at least 300x300 pixels in size) of each author. We accept formal or casual photos that present authors in a professional manner. For samples, see Meet the Cutter Experts.			
Graphics	All graphics (figures and tables) must include captions and a reference within the text; for example: "(see Figure 1)" or "Figure 1 illustrates…." Please submit original, editable files (**not static images**). Please note that we may remove graphics deemed unnecessary. Preferred formats include MS Excel for graphs, MS Word for tables (1-2 pages), and MS PowerPoint/MS Word for vector art. Submit all other images as high-res PNG, JPEG, PDF, or AI/EPS. Please be minimalistic in your design: limit colors, shadings, and typefaces. For additional questions, please contact Linda Dias (ldias@cutter.com).			
Endnotes Style**	In *CBTJ*, all sources/side commentary must be noted in relevant part of text (using endnote numbers) and listed in sequential order (i.e., order of appearance, not alphabetical order) at end of article in "Endnotes." All sources should include basic publishing information (i.e., author(s) name(s), complete title, publisher, date, and hyperlink and/or URL). Sources can be repeated but must be listed as a new endnote. The following are examples of various types of endnotes:			

[1]DeMarco, Tom, and Timothy Lister. *Waltzing with Bears: Managing Risk on Software Projects*. Dorset House, 2003.

[2]In this survey, "innovation" refers to any new initiatives to introduce innovative, leading-edge, or unconventional software project development methods, processes, tools, or techniques.

[3]Hall, Curt. "AI & Machine Learning in the Enterprise, Part XI: Success of AI Application Development Efforts." Cutter Consortium Data Analytics & Digital Technologies, *Executive Update*, Vol. 19, No. 3, 2019.

[4]DeMarco and Lister (see 1).

[5] "About the Agile Practice," Cutter Consortium, accessed January 2021.

Executive Report Additional Specs	
Purpose	*Executive Reports* provide an opportunity for in-depth explanation of strategies, technologies, case studies, market reviews, etc. They present new research or new thinking about concepts/practices you're developing/implementing. Cutter Consortium clients use reports as tools when building their own roadmaps.
Structure	The report should begin with a brief introduction to the topic, including a general linear overview of the report, and then get right to the heart of the discussion. It should conclude with a wrap-up that goes beyond a summary and includes additional thoughts/ advice. Please use a subhead hierarchy that is clear and easy to follow and keep your subhead levels to no more than four.
Graphics	No more than 10 graphics, including tables, figures, and graphs. Please contact Linda Dias (ldias@cutter.com) to discuss any reports exceeding 10 graphics prior to submission.
Editorial Process	Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Upon final acceptance, the report moves to the copyedit stage, where a Cutter editor will line edit for organization, grammar, style, fact-checking, etc. You may receive additional queries at this stage (with an expectation that you will respond with 1-3 days). Next (or while we wait on query response), the report goes into layout/proof stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.

Executive Update Additional Specs	
Purpose	*Executive Updates* are a short treatment on a topic that falls within a Cutter Consortium practice. They provide an opportunity for exploring strategies, technologies, case studies, market reviews, etc. They present new research or new thinking about concepts/practices you're developing/implementing. Many *Updates* include analysis of a Cutter Consortium survey. One survey typically results in 3-4 *Updates*.
Graphics	Keep to a minimum (generally 6 graphics maximum, including tables, figures, and graphs).
Editorial Process	Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Upon final acceptance, the article moves to the copyedit stage, where a Cutter editor will line edit for organization, grammar, style, fact-checking, etc. You may receive additional queries at this stage (with an expectation that you will respond with 1-3 days). Next (or while we wait on query response), the article goes into layout/proof stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.

Advisor Additional Specs	
Purpose	Each Cutter Consortium practice delivers a weekly *Advisor* by email. The nature of the delivery mechanism makes these the most read of Cutter Consortium publications. Topics range from trends to strategies and technologies, reports from conferences, book reviews, product overviews, commentary on news items, etc. *Advisors* offer terrific exposure to familiarize our audience with your expertise.
Graphics	Keep to a minimum (generally 2 graphics maximum, including tables, figures, and graphs).
Editorial Process	Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Next, the article goes into layout/proof stages. The editing process from review through ready for subscriber delivery typically takes 3-5 days. Due to fast turnaround time, author will not see final article for approval.

CBTJ Additional Specs	
Purpose	Each month *CBTJ* tackles a different business technology issue from multiple perspectives on important IT topics. The Guest Editor (GE) sets the stage for the debate, writing a call for papers and choosing, with input/support from Cutter Consortium, the 5-7 most intriguing abstracts to be developed into articles. The GE writes the Opening Statement to the issue, framing the issue, adding his or her own opinion, and highlighting the value of each article.
Graphics	Keep to a minimum (generally 6 graphics maximum, including tables, figures, and graphs).
Editorial Process	Upon receipt, Cutter commences two parallel content editorial passes by the GE and a Cutter editor to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Upon final acceptance, the article moves to the copyedit stage, where a Cutter editor will line edit for organization, grammar, style, fact-checking, etc. You may receive additional queries at this stage (with an expectation that you will respond with 1-3 days). Next (or while we wait on query response), the article goes into layout/proof stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.