

PDMA *Visions* Submission Guidelines

Information for Prospective Authors

As the official publication of the Product Development and Management Association (PDMA), *Visions* keeps members informed of news and trends in the new product development world and the latest thinking of leaders in product development and innovation.

Editorial/Content Policy

Publication of any article in *Visions* should not be considered an endorsement of the opinions expressed. Statements of fact and opinion are the responsibility of the authors alone and do not imply approval or endorsement on the part of the officers, membership or staff of PDMA or *Visions*.

Visions reserves the right to edit submitted materials for length, style and tone. Where necessary, articles will be edited to conform to the PDMA style and Associated Press (AP) style. Edits may be for reasons of technical accuracy or completeness, PDMA policy, readability or consistency. *Visions* may contact authors directly for clarification about their submissions.

Even after acceptance, *Visions* is not obligated to publish the contribution. If *Visions* elects not to publish, at its sole discretion, the contribution remains the property of the contributor.

Before sending your full submission, please send an abstract of the article to Managing Editor Jason Meyers at Visions@PDMA.org for approval.

Contributions

Appropriate subject areas addressed in *Visions* include but are not limited to:

- Metrics that demonstrate the value of new product development
- Design thinking in innovation (e.g., human factors)
- Expanding products into new markets (e.g., global markets, adjacent markets)
- Working in global teams (e.g., internal, external and team structure)
- Next Generation and/or Unique Applications of Stage-Gate®, Agile, Lean, Waterfall, Bounded Box, etc.
- New product portfolio management
- Social product development (e.g., open innovation, co-creation, crowd sourcing)
- Front end issues (e.g., VoC methodologies, empathy, value propositions)
- Back end issues (e.g., execution, integration into corporate systems, functions)
- Human resource issues (e.g., recruiting, selecting and retaining innovative people)
- Change management (e.g., leading change, driving implementation)
- Creating/sustaining an innovation culture (e.g., defining, creating, spreading)
- Trends and forecasting the future
- Business model innovation
- Sustainability in innovation
- Intellectual property strategy (e.g., impact of America Invents Act, open innovation)
- Human interest articles on PDMA member and/or chapter achievements

Article Format/Artwork Format

Although there is no firm minimum or maximum word count length to ensure a comprehensive treatment of the topic, a word count of 800 to 1,600 is preferred. Submit all manuscripts in electronic form as a Microsoft Word-compatible file.

High-resolution artwork (300 dpi) is required to obtain the best printed reproduction. Please note graphics embedded in Word files reduce the resolution below recommended levels. Submit native artwork files separately as JPG, PDF, EPS or TIF files. All graphics (charts, tables, images, etc.) should be professionally prepared. Each should be captioned as figures or tables and be numbered sequentially in the text. There must be a reference in the body of the article to each figure, chart or graphic.

Author Biography and Picture

Each author is required to submit a biography of approximately 50 words. The biography should include the author's name, title, current company or organization, email address and any relevant credentials. Authors are also required to submit a high-resolution (300 dpi) head-and-shoulders picture to accompany their biography.

New Articles vs. Republication

If an article has appeared elsewhere in any form, authors must disclose this when submitting it for consideration in *Visions*.

Author Eligibility and Compensation

Authors will not receive financial compensation for submissions. At the author's request, he or she may receive additional complimentary copies of the *Visions* issue in which his or her article appears.

Permission to Reprint Articles Appearing in *Visions*

Visions typically allows its articles to be reprinted in publications provided that a request is received via email and includes full details about what exactly will be reprinted, where it will appear and to whom it will be distributed.

Visions will typically grant approval and request that the article appears intact (i.e., not edited or condensed) and with a lead-in or footnote that clearly identifies PDMA and *Visions* as the source of the article.

Citations

Book citation:

Last name, First name. *Title of Book*. City of Publication: Publisher, Year of Publication. Medium of Publication.

Gleick, James. *Chaos: Making a New Science*. New York: Penguin, 1987. Print.

Journal citations (print and Web)

Last name, First name. "Title of Article." *Title of Journal* Volume.Issue (Year): pages. Medium of publication. Date of access (Web only).

Wheelis, Mark. "Investigating Disease Outbreaks Under a Protocol to the Biological and Toxin Weapons Convention." *Emerging Infectious Diseases* 6.6 (2000): 595-600. Web. 8 Feb. 2009.

Web article citation:

Author and/or editor names (if available). "Article name (if applicable)." *Title of the website, project or book*. Any version numbers available, including revisions, posting dates, volumes or issue numbers. Publisher information, including the publisher name and publishing date. Medium of publication. Date you accessed the material.

Dolby, Nadine. "Research in Youth Culture and Policy: Current Conditions and Future Directions." *Social Work and Society: The International Online-Only Journal* 6.2 (2008): n. pag. Web. 20 May 2009.

For all other works citations not listed, please follow MLA Style.

Digital Features for Authors

Visions' new digitally optimized format provides additional functionality to increase access and usability. Authors are invited to include hyperlinks to their email address, website(s) and social media pages to encourage reader engagement.

Contact PDMA

We look forward to receiving your submission and working together for the benefit of the entire PDMA community. Please forward articles for review as well as any questions to **Managing Editor Jason Meyers** at Visions@PDMA.org.