Guidance for Non-academic Authors Seeking to Publish in the *Journal of Industrial Ecology*

The *Journal of Industrial Ecology* welcomes submissions from people working in government, business, NGOs, consulting firms and other non-academic settings. To assist authors unfamiliar with the requirements and norms of academic publishing, the *JIE* provides this guidance about aspects of academic publishing that may differ from what authors experience in other venues.

- Read and follow the guidelines for authors available at [http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1530-9290/homepage/ForAuthors.html](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1530-9290/homepage/ForAuthors.html). This document provides useful detail on much of the minutiae that are specific to academic publishing and the *JIE*.

- Look at other articles in the *JIE* to get a feel for what *JIE* articles are like in terms of length, style and tone, referencing, etc. To see other *JIE* articles, visit the *Journal’s* Web site at [www.wileyonlinelibrary.com/journal/jie](http://www.wileyonlinelibrary.com/journal/jie). Beneath the image of the *Journal’s* cover is a list of recently published issues. At any time, there is usually one issue of freely downloadable articles. This is usually issue number 1 of the current volume. Freely downloadable articles are designated by an F in the image of the padlock adjacent to all articles in the table of contents.

- Remember that submissions are peer-reviewed and very few submissions (regardless of the source) are accepted without subsequent revision.

- Make clear what your contribution is, that is, what is new and important about what you present in your article. The contribution could be:
  - New research results
  - New methods or tools
  - Results that confirm other research in an important way
  - Provision of data not previously available to the research community
  - A novel argument

- Tell the reader how your work relates to other work in the field including appropriate referencing. Academic publishing is premised on the notion that articles build on each other, so you must explain how your work relates to what has been previously published in the field! This is part of what is entailed in delineating your contribution.

- If you are submitting a case study,
  - Avoid statements and tone that could be read as self-promoting. An understated approach is more deft and often more powerful
  - Include detail and data
  - Describe problems and mistakes along with successes.

- Be prepared for criticism by reviewers. This is part of the process!
- When you respond to reviews when submitting your revised paper, be detailed and comprehensive (and diplomatic) in your response.

For additional guidance, please contact the editor by email at indecol@yale.edu or by phone at +1-203-432-6949.