

Creative Self-Help for Textbook Authors

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1. Wordy Passage: Nomads and Sedentary People

The interactions between nomads and sedentary people took place on several levels. The two groups were economically complementary, one producing animal products, the other agricultural and crafts goods, and exchange was to the benefit of both. Arrangements had to be made to insure that the animals did not destroy cereal crops by grazing or trampling. Fallow fields were made available for grazing which encouraged plant growth and provided natural fertilization. Because of this interaction, cities and states could enforce some type of control over the pastoralists. Depending on the proximity of the pastoralists' villages and grazing grounds to the centers of power, they were more or less subjected to political control military and labor levies, and taxation.

2. Difficult Passage: Intellectual Life in Fifth-Century Greece

Greeks of Hesiod's day had viewed the earliest state of the universe as a formless void they called *chaos*. Out of chaos, they believed, the order of their own world had emerged—*kosmos*, a Greek word meaning both “order” and “beauty” (hence the word “cosmetics” for makeup, or “cosmetic surgery” to improve appearance). Mythology served the important function of grounding the growth of cosmos from chaos in various actions taken by the gods. The great contribution of the sixth-century Greek thinkers of Ionia had lain in their determination to abandon this mythological and religious framework and attempt instead to explain the world by material processes alone.

3. Chart for Planning Cases

Chapter:

Case Title:

Author:

Topic or text heading	Core concepts	Learning objective
Situation	Problem arising from Situation	Situational goal of problem solving
Student assignment	Enabling skills	Supporting data or documents
Supporting interactivity	Criteria for evaluation: Process	Criteria for evaluation: Product

4. Converting Text for Electronic Delivery

Text to Bytes

A mutual fund is an investment vehicle operated by an investment company that pools contributions from investors. The company invests these proceeds in a variety of securities, including stocks, bonds, and money market instruments. Individuals who contribute money become shareholders in the fund. They share in the income, gains, losses, and expenses the fund incurs in proportion to the number of shares they own. See examples of this relationship and of the kinds of investments that mutual fund managers make at the Fund Library.

5. Web Content Planner

Web Content Planner

Chapter

TOC with LOs	Media Assets	Asset Sources
Chapter openers		
1 st A-head		
Learning Objective 1		
2 nd A-head		
Learning Objective 2		

1. Wordiness Reduced by One-Third

Nomads and sedentary people were economically interdependent, allowing cities and states to gain control over the pastoralists. To mutual benefit, one group produced animal products and the other agricultural and crafts goods. Pastoralists prevented animals from grazing or trampling cereal crops, while farmers made fallow fields available for grazing, encouraging natural fertilization. Through this interaction and proximity, pastoralists came under the political control of cities and states and could be subjected to military and labor levies and taxation.

2. Sources of Difficulty Identified

Greeks of Hesiod’s day had viewed the earliest state of the universe as a formless void they called *chaos*. Out of chaos, they believed, the order of their own world had emerged—*kosmos*, a Greek word meaning both “order” and “beauty” (hence the word “cosmetics” for makeup, or “cosmetic surgery” to improve appearance). Mythology served the important function of grounding the growth of cosmos from chaos in various actions taken by the gods. The great contribution of the sixth-century Greek thinkers of Ionia had lain in their determination to abandon this mythological and religious framework and attempt instead to explain the world by material processes alone.

3. Filled-in Example of Chart for Planning Cases

Chapter: 5 Conducting Field Work

Case Title: Scandal! Planting Artifacts in Yucatan

Author: Outsourced work-for-hire

Topic or text heading	Core concepts	Learning objective
Ethics in archaeology	Curatorial due diligence Falsification of data Cultural respect	Identify professional and ethical obligations in conducting field work.
Situation In 2014 a field worker seeking fame purposely hid stolen artifacts within a site under excavation.	Problem arising from Situation As a result the published study was wrong, the artifacts were disrespected, and the reputation of the principal investigator was damaged.	Goal of problem solving To show how the fraud was more than just a crime
Student assignment Trace the impacts of the fraud on the artifacts, the site, the people, and the field of archaeology.	Enabling skills Reading comprehension and critical thinking skills	Supporting data or documents Principles of Archaeological Ethics: www.saa.org/
Supporting interactivity Discussion of why such situations arise and how they can be prevented	Criteria for evaluation: Process Collaborative problem solving identifying ways to ensure compliance to ethical practice	Evaluation: Product A protocol for ensuring that professional and ethical obligations are met on site

4. Example of Keying Text for Online Delivery

Text to Bytes

A [mutual fund](#) is an investment vehicle operated by an investment company that pools contributions from investors. The [company](#) invests these proceeds in a variety of [securities](#), including stocks, bonds, and money market instruments. Individuals who contribute money become [shareholders](#) in the fund. They share in the income, gains, losses, and expenses the fund incurs in proportion to the number of shares they own. See [examples](#) of this relationship and of the kinds of investments that [mutual fund managers](#) make at the [Fund Library](#).

5. Filled-in Example of Planning Web Content

Web Content Planner

Chapter 10 Transitioning to Distribution

TOC with LOs	Media Assets	Asset Sources
Chapter opening pedagogy	Chapter outline with LOs Scenario with problem	Text + LO pretest Qs&As Text + new narrative w/solution
<A1> Changing Nature of Retirement	External link: journal article Internal links throughout to glossary items	<i>Journal of Finance</i> 72 (2): 705-750 (April 2017) + new narrative w/ Critical Thinking Q&A
LO1: Redefine retirement in today's society & outline issues that retirees face.	External link: statistics on retirement Chart: 10 surprising facts Chart: Stages of retirement	http://www.gao.gov/products/GAO-15-419 Text Text
<A2> Demographics of Retirement today	External link: animation on changing population pyramid	http://www.economist.com/blogs/graphicdetail/11/daily-chart-10
LO2: Explain the impacts of population and employment factors on today's retirement.	Internal link: animated chart of age cohorts Feature: workplace changes Case study: retirement planning with late Boomers	Author + Instructional designer Text https://www.forbes.com/sites/case + new Q&A