How to assign keywords

In order to make sure that your publication will be found under the correct search terms in national and international book trade catalogs as well as on the website of Fraunhofer Verlag and its partners, we kindly ask you to support us in assigning keywords. The more precise the keywords, the easier it is to find your book.

We assign keywords by THEMA subject categories, a system that is used worldwide in the book trade. Please assign your keywords in the language used in the publication.

Procedure

1.) Select your main category

To assign keywords, use the following website to select the main category that best characterizes your book:

https://ns.editeur.org/thema/en

Example:

T   Technology, Engineering, Agriculture, Industrial processes

TG   Mechanical engineering and materials

TGP   Production and industrial engineering

TGPR   Reliability engineering

2.) Enter the respective code

The category system has a hierarchical structure. Each subcategory also contains all the main categories. Therefore, please only enter the **lowest** meaningful category. In the example above, this would be: "**TGPR**." Please do **not** enter the higher categories "**TGP**" and "**T**." The title will still be found in the higher categories.
We recommend sticking to the high categories (**TG**, **TGP**) for more generic publications. For more specific topics, you should always assign the technical terms as "low" as reasonably possible (up to the 4th, 5th or even 6th subcategory).
Make sure to only enter the code (e.g., **TGPR**) — and not the entire (sub)category name — in the box provided in section 2.3 of the publishing agreement:

Example:

TGPR			

3.) Assign further categories

You can select several terms from the **same main category**.

Example:

In addition to subterms from the category "**TG** - Mechanical engineering and materials", you can also select terms from its neighboring subcategory "**TH** - Energy technology and engineering".

If this is not enough, feel free to add terms from **other main categories**:

Example:

In addition to terms from "**T** - Technology, Engineering, Agriculture, Industrial processes" you can also select any number of terms from "**P** - Mathematics and Science".

4.) Enter the categories in the publishing agreement

The box in section 2.3 of the publishing agreement could then look like this:

Example:

TGPR	THYC	PHD	

Useful tips

Tip 1:
Keep it short and simple! It is not about perfectly classifying a publication into a complex scientific classification system but about a simple search aid for readers, libraries and the book trade. Therefore, please only assign technical terms that could be relevant for these groups. Three codes are generally sufficient.

Example:

If a book only refers to nanotechnology (**TBN**) on five of its pages, it does not make sense to select this category. After all, when searching for nanotechnology in a catalog or on the publisher's website, you do not want to be shown titles of books that primarily address a different topic.

Please only use the letter categories. The digits ("qualifiers") are not relevant for scientific and technical reference books.

Tip 2:
The "life sciences" category is hard to spot at first glance. You will find it under the main category "**P** - Mathematics and Science" and then under "**PS** - Biology, life sciences".

Tip 3:
In addition to possible specialist categories, market studies are also assigned the category "**KN** - Industry and industrial studies" or its subgroups.

Example:

A logistics market study on truck freight transportation should also be assigned the category "**KNGR** - Transport industries".

Please do not hesitate to contact us if you have any questions.

Fraunhofer Verlag
Zentrale der Fraunhofer-Gesellschaft
Nobelstrasse 12
70569 Stuttgart
Germany
www.verlag.fraunhofer.de
verlag@fraunhofer.de

Head
Nicole Herr | +49 711 970-2527 | nicole.herr@zv.fraunhofer.de

Deputy head
Annika Fesch | +49 711 970-2983 | annika.fesch@zv.fraunhofer.de