

Guidelines for Submitting Keywords and Abstracts for British Academy Scholarship Online

Please use these guidelines to complete the Keywords & Abstracts Template file and return this when submitting your final final text.

Book Keywords and Abstract

Keywords

Please suggest 5–10 keywords which can be used for describing the content of the book and will enable the full text of the book to be searchable online. They are equivalent to terms in an index in a printed work.

- Each keyword should be kept short, one word where possible (though two and three word specialist terms are also acceptable where necessary);
- Keywords should not be too generalized;
- Keywords cannot contain punctuation of any sort (i.e.: no commas, periods, colons, semi-colons, etc...)
- Each keyword should appear in the accompanying abstract;
- A Keyword can be drawn from the book or chapter title, as long as it also appears in the text of the related abstract.

Abstract

The book abstract should be concise, between 5-10 sentences, around 200 words and no more than 250 words, and should provide a clear idea of the main arguments and conclusions of your book. It might be useful to use the book's blurb as a basis for the abstract (as supplied in your Author Publicity Form). Where possible, the personal pronoun should not be used, but an impersonal voice adopted: 'This chapter discusses . . .' rather than: 'In this chapter, I discuss . . .'

Abstract cannot be more than one paragraph in length and cannot contain the following:

- lists of any kind
- tables
- footnotes or endnotes
- graphics
- boxed material

Chapter Keywords and Abstracts

Keywords

Please suggest 5–10 keywords for each chapter which can be used for describing the content of the chapter and will enable the text of the chapter to be searchable online. They are equivalent to terms in an index in a printed work.

- Each keyword should be kept short, one word where possible (though two and three word specialist terms are also acceptable where necessary);
- Keywords should not be too generalized;
- Keywords cannot contain punctuation of any sort (i.e.: no commas, periods, colons, semi-colons, etc...)
- Each keyword should appear in the accompanying abstract;
- A keyword can be drawn from the book or chapter title, as long as it also appears in the text of the related abstract;
- Keywords must be all lower case except for proper nouns;
- Keywords for names should be presented as “John Smith” rather than “Smith, John”;
- No special formatting (e.g.: italics, bold, superscript text, etc).

Abstracts

Please supply an abstract for each chapter of your book, **including Introductory and Concluding chapters**, giving the name and number of the chapter in each case. Each chapter abstract should be concise, between 3-6 sentences, around 120 words and no more than 150 words. It should provide a clear overview of the content of the chapter. Where possible, the personal pronoun should not be used, but an impersonal voice adopted: ‘This chapter discusses . . .’ rather than: ‘In this chapter, I discuss . . .’

Abstract cannot be more than one paragraph in length and cannot contain the following:

- lists of any kind
- tables
- footnotes or endnotes
- graphics
- boxed material

Only the following special formatting is allowed:

- italics
- bold
- small caps
- superscript
- subscript

As a useful guide, *Oxford Scholarship Online*, can be found at www.oxfordscholarship.com. The 'guided tour' available from the home page shows sample book and chapter abstracts and keywords. These are also available for viewing without subscription (see the subject home page). Some sample abstracts and keywords also appear below.

The Act Itself

Book Abstract: The distinction between the consequences of an act and the act itself is supposed to define the fight between consequentialism and deontological moralities. This book, though sympathetic to consequentialism, aims less at taking sides in that debate than at clarifying the terms in which it is conducted. It aims to help the reader to think more clearly about some aspects of human conduct—especially the workings of the 'by'-locution, and some distinctions between making and allowing, between act and upshot, and between foreseeing and intending (the doctrine of double effect). It argues that moral philosophy would go better if the concept of 'the act itself' were dropped from its repertoire.

Book Keywords: [action](#), [allowing](#), [consequences](#), [consequentialism](#), [deontological ethics](#), [double effect](#), [ethics](#), [intention](#)

Chapter Abstract: This chapter discusses attempts by Dinello, Kamm, Kagan, Bentham, Warren Quinn, and others to explain the making/allowing distinction. In each case, it is shown that if the proposed account can be tightened up into something significant and defensible, that always turns it into something equivalent to the analysis of Bennett (Ch. 6) or, more often, that of Donagan (Ch. 7). It is argued that on either of the latter analyses, making/allowing certainly has no *basic* moral significance, though it may often be accompanied by factors that do have such significance.

Chapter Keywords: [allowing](#), [Bentham](#), [Dinello](#), [Donagan](#), [KaganKamm](#), [making](#), [Quinn](#)

Minds and Gods

Book Abstract: This book provides an introduction to the cognitive science of religion, a new discipline of study that explains the origins and persistence of religious ideas and behavior on the basis of evolved mental structures and functions of the human brain. Belief in gods and the social formation of religion have their genesis in biology — in powerful, often hidden, processes of cognition that all humans share. Arguing that we cannot understand what we think until we first understand how we think, the book describes ways in which evolution by natural selection molded the modern human mind, resulting in mental modularity, innate intelligences, and species-typical modes of thought. The book details many of the adapted features of the brain — agent detection, theory of mind, social cognition, and others — focusing on how mental endowments inherited from our ancestral past lead people to naturally entertain religious ideas, such as the god concepts that are ubiquitous the world over. In addition to introducing the major themes, theories, and thinkers in the cognitive science of religion, the book also advances the current discussion by moving beyond explanations for individual religious beliefs and behaviors to the operation of culture and religious systems. Drawing on dual-process models of cognition developed in social psychology, the book argues that the same cognitive constraints that shape human thought also work as a selective force on the content and durability of religions.

Book Keywords: [cognitive science of religion](#), [cognition](#), [human brain/mind](#), [human evolution](#), [natural selection](#), [mental modularity](#), [religious ideas](#), [gods](#), [dual processing](#)

Chapter Abstract: This chapter presents an overview of the development and architecture of the human brain, and shows what evolutionary history has to do with the nature of cognition today. Drawing on the perspectives and techniques of evolutionary psychology, it pursues the following questions: (1) Given our ancestral world, what kinds of mental structures and functions should we expect to find in the brain, and do we? and (2) What roles do mental structures and functions formed in the Pleistocene world continue to play in “modern” minds? In the course of the discussion, it also outlines contemporary models of the mind — from the “blank slate” view to the idea of massive modularity — and surveys the range of intuitive knowledge (e.g., intuitive biology, intuitive physics, and intuitive psychology) and innate cognitive processes that both shape and constrain human thought.

Chapter Keywords: [brain development](#), [human cognition](#), [evolutionary psychology](#), [mental modularity](#), [intuitive knowledge](#), [cognitive constraint](#)

The Contracting Organization

Book Abstract: Among the questions tackled by Simon Domberger in this book are the following: When should organizations contract out services traditionally produced in-house? Is outsourcing another ephemeral management fad, or is it an efficient and effective means of delivering services and of adding value? What are the characteristics of strategically sound contracting decisions? And how can organizations prosper from the outsourcing revolution? The book is based on over a decade of research and consulting experience, and its conclusions have many practical implications. It develops an analytical decision-making framework for the assessment of contracting options, and has relevance in both the private and public sectors. It contains many illustrations and over 30 international case studies; over 50 companies and public sector organizations are discussed, including Microsoft, BP, Marks & Spencer and Samsung. The book is divided into four parts. Part I begins by considering the ‘make or buy’ decision, and this is followed by a discussion of the shifting boundaries of organizations, which revisits some of the critical issues underlying the theory of the firm. Part II examines in detail the benefits and costs of contracting. Part III examines the strategic aspects of contracting, involving the implementation of actual policies. Part IV looks at structural change associated with contracting, at the level of both individual sectors and the whole economy. Each chapter has a guide to further reading at its end.

Book Keywords: [case studies](#), [contracting out](#), [cost–benefit analysis](#), [decision-making](#), [firms](#), [outsourcing](#), [strategic planning](#), [structural change](#)

Chapter Abstract: This chapter and the previous two look at the structural changes that have resulted from the economy-wide application of contracting out. The public sector is perhaps the one that has been most profoundly affected by it, and about which controversy concerning the appropriate scope of private and public production continues to smoulder. Chapter 11 takes a forward look at contracting trends, not by gazing at a crystal ball, but by asking whether contracting is a fad. The chapter also examines the downsizing phenomenon and the ongoing confusion between its role and that of contracting out. Lastly, it addresses the matter of where and when the bounds of contracting out will be identified, but finds no definitive answer on the basis of current trends.

Chapter Keywords: [boundaries](#), [contracting out](#), [downsizing](#), [fads](#), [outsourcing](#), [public sector](#), [structural changes](#), [trends](#)