

BOOKS BY USERS FOR USERS

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ABSTRACT

In this paper, SAS Institute's acquisitions editor gives an overview of the Institute's Books by Users program and explains how, as a SAS® software user, you can benefit from it. Through the Books by Users program, SAS Institute publishes and makes available to its users books about the SAS System written by SAS users. The Books by Users program was developed as a means of building a library of high-quality books about the SAS System to complement primary reference and usage documentation developed by the Institute. The books offered through the Books by Users program document useful applications and represent some of the best ideas in the SAS user community. So whether you are a SAS user who wants to write a book about SAS software or a SAS user who wants to get the most out of the SAS System and your SAS software documentation, you definitely benefit from the Books by Users program!

In this paper you

- are introduced to the Books by Users program—how and why it started and where it is going
- understand why, as a SAS user, the Books by Users program benefits you regardless of whether or not you are an author involved with the program
- learn about the books currently available through the Books by Users program
- become aware of soon-to-be-released books by users and what you can expect from them
- learn how to submit your book idea and how SAS Institute will work with you to publish your book about the SAS System.

INTRODUCTION

Since SAS Institute's Books by Users program was unveiled at SUGI 15 in Nashville, the program has grown and has generated excitement among SAS users.

Our push at SUGI 15 was primarily to introduce the brand new program to all SAS users and to encourage SAS users who were thinking about publishing books about SAS software to consider SAS Institute as their publisher. While in the past the Institute waited for potential authors to contact us with their ideas for a book, at SUGI 15 the Institute presented a new, structured program that actively seeks authors to write. At that point our goal was simply to introduce the program to SAS users and let them know it existed and what its goals were.

Since SUGI 15 the response to the Books by Users program from the SAS user community has been tremendous. The pool of potential authors has continued to expand, and the number of book proposals coming to us has exploded. In addition, we have signed publishing agreements with several authors to write books, and we have decided to serve as a distributor for four additional books about the SAS System that have been published by other publishers. Furthermore, our promotion of the Books by Users program has gone far beyond simply encouraging potential authors to consider SAS Institute as their publisher. In fact, our promotional activities have actually caused many SAS users to consider their own

experiences using the SAS System and to turn their knowledge and expertise into books that SAS users can benefit from.

At SUGI 17 the Books by Users program was much more actively promoted and was more visible than in previous years. We presented the program's clearly defined goal of publishing and providing quality books for SAS software users. We were also able to demonstrate how the program is growing and how successful it is. For example, several of the authors were present in the Publications Booth to meet users and talk about their books. Authors also participated in a birds-of-a-feather (BOF) session about the Books by Users program, which provided an opportunity for users to get to know the authors, to become familiar with their books, and to find out more about the Books by Users program.

The Books by Users program is an opportunity for SAS Institute to offer a service that provides

- a publishing program for SAS users interested in writing books about the SAS System. By working with authors to develop their books, we help authors ensure that their books are timely and accurate. We help authors maximize their investment of time and energy necessary to develop and produce a quality publication.
- high-quality publications about the SAS System. By offering this service, we are able to ensure that SAS users are being made aware of publications that actually will benefit them in their day-to-day use of SAS software, thereby getting the most out of the money they spend on publications.

BOOKS BY USERS PROGRAM SERVES ALL USERS

The Books by Users program has as its top priority to serve all SAS software users in the following ways:

1. The primary service of the Books by Users program is to publish high-quality books written by SAS users about the SAS System. In fact, SAS users can expect the same high quality from books by users that they have come to expect from documentation developed by SAS Institute. The books by users that SAS Institute publishes are current and accurate because Institute staff members work directly with the authors to make sure they are aware of the latest information. Of course, this service benefits both the general SAS user and the user who wants to write and share his or her expertise with fellow SAS users.

Here is a list of the books by users currently published by the Institute. Currently, all of the books published by the Institute are part of the SAS Series in Statistical Applications, and they tend to represent the way SAS software was developed and used primarily for a number of years.

- *SAS System for Elementary Statistical Analysis*
by Sandra D. Schlotzhauer and Ramon C. Littell

This book bridges the gap between statistics texts and SAS documentation and is designed for the beginner in statistical analysis. The book is designed for use with Version 5 and Version 6 of the SAS System.

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- *SAS System for Linear Models, Third Edition*
by Rudolf J. Freund, Ramon C. Littell, and Philip C. Spector

This book provides an introduction to analyzing linear models with the SAS System. In addition to the most current programming conventions for both Version 5 and Version 6 of the SAS System, this volume contains information about new features and capabilities of the REG, ANOVA, and GLM procedures.

- *SAS System for Regression, Second Edition*
by Rudolf J. Freund and Ramon C. Littell

This book describes SAS procedures for performing regression analyses with Version 5 and Version 6 of the SAS System. The SAS procedures REG, PLOT, GPLOT, NLIN, REREG, AUTOREG, and PRINCOMP are discussed.

- *SAS System for Statistical Graphics, First Edition*
by Michael Friendly

This book shows how to apply features of Version 5 and Version 6 of the SAS System to produce meaningful displays of statistical data. The book is intended for users with basic to intermediate levels of experience with SAS software and statistics.

2. Through the Books by Users program, we distribute books about the SAS System published by other publishers. This means that we actively work to learn about SAS software books being published by other publishers and find out how users are reacting to those books. If we find books that are popular with the users and are accurate and up-to-date, then we make the decision to serve as a distributor for them.

Here is a list of the books by users currently distributed by the Institute:

- *Applied Statistics and the SAS Programming Language, Third Edition*
by Ronald P. Cody and Jeffrey K. Smith

This book is a leading guide for performing statistical analyses with Version 6 of the SAS System. This book is written for new users who have an introductory-level knowledge of the SAS System or for experienced users who want a reference for programming examples and statistical techniques.

- *Professional SAS Programming Secrets*
by Rick Aster and Rhena Seidman

This book offers hundreds of tips that make using Version 6 of the SAS System easier and more efficient. Advanced users can plug these programs in and go to work immediately, while new users will appreciate the simple, step-by-step tutorial approach to the essentials of SAS programming.

- *Professional SAS User Interfaces*
by Rick Aster

This book provides intermediate to advanced SAS users with practical information on designing and creating user interfaces with the SAS System. Complete programs and a detailed tutorial on using SCL are included.

- *SAS Applications Programming: A Gentle Introduction*
by Frank C. Dilorio

This book presents the basics of the SAS System in a well-paced, structured, and nonthreatening manner for beginning or intermediate users. System- and version-independent, this book offers the flexibility of utilizing any recent version of the SAS System.

3. Books offered through the Books by Users program are available directly through SAS Institute, which means that SAS users can turn to SAS Institute for all their documentation needs—no more tracking down publishers and bookstores. Users can be confident of having the highest quality documentation made available to them. They simply need to pay attention to the Books by Users announcements from SAS Institute for the latest news on what books are available and what books will be available in the near future.

4. Books published and distributed through the Books by Users program complement the primary documentation developed by the Institute, and SAS users benefit from authors' expert knowledge of SAS software. The applications presented and ideas discussed by these authors represent some of the best ideas in the SAS user community.

5. *Authorline*, the quarterly newsletter about the Books by Users program, is published and distributed at no charge to prospective authors, SAS users, and SAS users groups. *Authorline* contains the most current information about the Books by Users program, including books that are available or will be available in the future, as well as promotional activities and answers to commonly asked questions about the program. In addition, readers learn more about the authors, pick up tips for building and submitting book proposals, and find out about Books by Users activities planned for SUGI and regional users group meetings. *Authorline* provides a wealth of information for all SAS users, whether potential authors or SAS users who are interested in the Books by Users program and want to be aware of how it is expanding.

If you would like to receive *Authorline*, be sure to contact David Baggett at SAS Institute.

FUTURE PLANS FOR THE BOOKS BY USERS PROGRAM

As a result of promoting the Books by Users program to potential authors, we have several exciting book projects currently in progress and will be publishing three new books by users in 1993 and four in 1994. As stated earlier, all of the books by users currently published by the Institute are part of the SAS Series in Statistical Applications, and they tend to represent the way SAS software was developed and used primarily for a number of years. However, as the SAS System has developed into an information delivery system and its uses have diversified, we have begun receiving proposals for books on broader topics. The books by users that we will be releasing in 1993 and 1994 reflect this shift.

Books by Users to Be Published in 1993

Here is a list of the books by users that will be published by the Institute in 1993:

- *SAS Software Solutions: Basic Data Processing*
by Tom Miron

This book functions as a highly detailed usage guide that provides a series of example Version 6 SAS programs accompanied by detailed annotation and usage notes. This book is intended for users at all levels of expertise but is aimed at the low to medium frequency user with enough SAS experience to modify the example programs to fit his or her needs.

- *SAS Road Maps*
by Laurie Burch and SherriJoyce King

This book presents Version 6 SAS software in a non-technical way and offers sample applications to show how broadly the SAS System is used. The book is intended for a wide audience: the new SAS user, the experienced SAS user who wants to learn what else the SAS System has to offer, SAS Software Consultants at sites, the manager or executive considering licensing the SAS System for his or her department or company, and the person considering the SAS System for his or her professional area.

- *SQL Examples Guide*
by Kirk Lafler

By way of numerous examples, this book provides beginning and intermediate users with techniques on how to use the SQL procedure. The main objective of the book is to use real-world examples to show how to use the SQL procedure, and anyone using the SQL procedure will benefit from the wide range of statements, clauses, and functions applied in the book.

As these books are available, they will be announced in *SAS Communications*, the *Publications Catalog*, and *Authorline*.

Here is a list of the books by users (with tentative titles) currently being developed for publication by SAS Institute in 1994:

- *Learning the SAS System by Example: First Steps*
by Ronald P. Cody and Raymond Pass
- *Business Consulting Using the SAS System*
by Raymond A. Gibley and Christopher P. Gibley
- *SAS Screen Control Language Examples Guide*
by Don Stanley
- *SAS System for the Social Sciences*
by Larry Hatcher

More information about these books will be available as they get closer to their publication dates.

SAS Consultants Series

As part of the Books by Users program, we are developing a new series of manuals called the SAS Consultants Series. The series will feature independent, applications-oriented manuals on a variety of topics related to using the SAS System. The manuals will include collections of original, stand-alone chapters authored by SAS consultants. The chapters will focus on specific topics related to each book's overall theme.

The first three books being developed for the SAS Consultants Series are on report-writing applications, quality assurance applica-

tions, and applications for the pharmaceutical industry. Be sure to watch *SAS Communications*, the *Publications Catalog*, and *Authorline* for announcements of these books' availability and for more information about the SAS Consultants Series.

If you are interested in contributing to the SAS Consultants Series, be sure to contact David Baggett at SAS Institute for more information.

BENEFITS OF PUBLISHING WITH SAS INSTITUTE

If you want to publish a book about SAS software, you will receive the most out of your effort by getting involved in the Books by Users program and working with SAS Institute to publish your book. The Institute offers its authors several benefits, including

competitive royalties

SAS Institute offers royalties that are competitive in today's publishing industry.

complete technical and publishing support

Authors work closely with SAS Institute staff while writing to ensure that the information in their books is as complete and accurate as possible. We assign a team of technical experts to each book to assist the author throughout the writing process. Authors are provided with the most up-to-date information on SAS software products and are made aware of software development trends so that their books offer the most current information to SAS users and enjoy long shelf lives. Furthermore, authors publishing with SAS Institute are provided with the SAS software and documentation they need while writing.

In addition, the Publications Division at SAS Institute provides authors with complete publishing support. A staff of dedicated professionals—editors, typesetters, proofreaders, and designers—works with the authors from the earliest stages of their books up through publication to ensure a quality publication. But the support does not end there. We also handle the promotion, sale, and distribution of the books.

best access to the target audience

The Publications Division at SAS Institute actively promotes the books by users in a number of effective ways. Frankly, SAS Institute knows who the SAS users are and knows how to reach them, ensuring that SAS users are made aware of books as they become available. This is an important benefit that no other publisher can provide its authors writing about SAS software. So, it makes sense that books about SAS software that are endorsed and marketed by the Institute stand the best chance of getting into the hands of SAS users. And it makes sense that a user interested in writing about SAS software would want to work with the publisher who will be able to do the most to ensure his or her book's success, and that publisher is SAS Institute!

WHY NOT SHARE YOUR EXPERIENCE?

If you are a SAS user interested in writing a book about the SAS System, then SAS Institute encourages you to consider us as your publisher and become a part of the Books by Users program. If we accept your proposal, we will work closely with you to ensure that your book is timely, accurate, and high quality. Further, we will actively promote your book to the SAS user community. Working together, we can be sure to maximize your investment of time and energy in your book.

SESUG '93 Proceedings

If you are interested in writing a book for the Books by Users program, you should

- consider what we are looking for in a book. We are interested in publishing books that enhance the current line of documentation offered through the Institute, and we will accept books about any of SAS Institute's software products.
- contact us to let us know you are interested. Call David Baggett, the Institute's acquisitions editor, to receive an Author's Packet, which contains directions for building and submitting your book proposal and an overview of the Books by Users program.
- submit your proposal. Upon receiving your proposal, a panel of experts at SAS Institute from the areas of marketing, publications, education, and software development will review your proposal and respond to you promptly.

Once we decide to accept your book proposal and sign a publishing agreement with you, we will begin working with you to publish your book. We will provide a team of Institute employees to review drafts, offer technical reviews for accuracy, and provide editorial and production support for your book.

As a SAS user, you have plenty of experience and knowledge to offer your fellow SAS users. In fact, one reason for the popularity and success of the Books by Users program is that it provides the opportunity for SAS users to learn from one another. Why not share your SAS software experience?

CONCLUSION

Over the last three years, we have been pleased with the reception SAS users have given the Books by Users program—both users who want to write and users with specific ideas for user-written books they want to see developed. As a result, we have clarified the goals of the program and are making plans for additional books, such as those in the SAS Consultants Series, to round out the SAS documentation library.

The future for the Books by Users program looks very bright. As it continues to grow and expand, be sure to watch for the latest news from the Institute concerning the program. And whether you want to write a book or have an idea for a book you would like to see developed, let us hear from you. Remember, the Books by Users program is for you.

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