

pub:elements — providing dynamic text and additional document structure in publication documents

All of the metadata elements should be accessible through codes in the text.

In addition, there are certain document elements, like index entries, that should be done as codes

I would like for these codes to be able to use `<pub:element/>` XML syntax, but it might be necessary to use `{pub:element/}` syntax instead, especially if we use ckeditor for wysiwyg editing.

Document Structure	
pub:xentry	An index entry definition, to be used in generating an index and as an anchor for the links from the index

Dynamic Content	
pub:cref	A cross-reference to an element elsewhere in the book.
pub:toc	Insert a table of contents, list of tables, etc., using the indicated options.
pub:index	Generate an index from the xe codes in the book. E.g., index name="scripture"
pub:cond	Conditional text: Only displayed if the given condition is true

Metadata Values	
pub:title	The title of the book
pub:subtitle	The subtitle of the book
pub:authors	comma-delimited list
pub:publisher	the name of the publisher, as shown on the title page
pub:publisher-city	the city of the publisher, as shown on the title page
pub:date	publication date, as shown on the copyright page
pub:modified	modification timestamp for this edition of the book
pub:rights	the rights for the book. E.g., "All rights reserved."
pub:url	the online URL of the book — where people should go to see the book online. Note that this will not be a link in ebooks produced for Amazon and Apple (making it a link will likely lead to the book being rejected by Amazon and Apple, especially if the page offers direct purchase).