Academic Proposal Form

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# Relevant Contacts:

# **Book Information**

**1. Book Title and Subtitle.**

*Remember that your title is how the world discovers your book. Have you thought about how people will search for it? Is there one key, critical phrase? Is your title already taken by a key competitor? Does it clearly indicate what your book is about?*

# **2. Summary**

## Please supply a one-line description of the book summing up its scope and content

**3. Description**

*Please write a concise description of the book (up to 250 words). This needs to be clear, informative and persuasive, suitable for use as the book’s blurb (its marketing copy). It should be written so that people with only a basic knowledge of the field understand what this book is about.*

**4. Key features**

*Please highlight three key benefits the book offers to the reader. Make these short, pithy and think: are these the three reasons why someone would read this book?*

**5. Table of Contents**

*Follow the convention 1. Introduction / 2. First Chapter. Include: chapter heads and A-heads. Except: for textbooks to be used on courses, please provide detailed ToC with sub-headings. For contributed volumes, please include contributor names AND their affiliations.*

**6. Chapter by chapter synopsis**

*Please provide detail on each chapter including a summary of content, angle, purpose and relevance. Think about your synopses as a whole: is there a logical progression?*

**7. Companion Website.**

*Would you plan for this book to have additional online resources? We have a range of full-featured Companion Websites that accompany key textbooks. And Online Resources sites that feature alongside suitable reference projects. In addition, we can include relevant links and audio/video content on individual book pages if appropriate. Please given details of any initial suggestions for relevant material below. You can request more detail on the CW and OR scheme from your commissioning editor.*

**7. Word count**

*Please give the anticipated length of the final manuscript, to the nearest 5,000 words (including notes and bibliography). Please include estimated size of Companion Website resources.*

**8. Submission date**

## Please give a realistic date by which you would expect to be able to deliver the complete manuscript.

**9. Additional information**

*Illustrations/Figures: Please list the approximate number of figures required (if any) including tables, charts, line diagrams and photographs.*

*Pedagogical Features: Please list any pedagogical features you plan to include, for example, boxed text sections, case studies, glossary.*

*Please give any further information that may affect our decision.*

# **10. Peer review suggestions**

# *Would you be able to identify 2 or 3 people in the field who would be well positioned to peer review this proposal? Please include their affiliation if possible and their email address.*

*Although we will conduct our own independent peer review process, a short academic endorsement from someone who is familiar with your work in this area can also be helpful in presenting your proposal to our publishing board.*

**11. Sample Material**

If you are able to supply a sample chapter or sample of your writing at this point, it is helpful. IF not, you may be asked to supply this at a later stage (for example, for textbooks we will usually require a complete sample chapter including examples of each of the pedagogical features you plan to include.)

# Competition and Market

**1. Competing or comparable books**

*Please provide details of books that are comparable or would compete directly for a reader’s attention. Provide the title, author, publisher, date of publication and price and explain how your book is like, or unlike, the other books. If there is no direct competition, explain why.*

**2. Market and Readership**

*What are the primary and secondary markets for your book? Which institutions would be most interested in your book? Is it likely to have adoption potential for courses? If so, for which courses and at which level?*

1. Textbooks and student guides:

*Please specify the academic level e.g. introductory/advanced, 2nd/3rd year, undergraduate/postgraduate and identify any courses for which your book would be essential or recommended reading, giving specific examples if possible.*

1. Scholarly research and reference:

*Please give some information on the research context and any relevant organisations, associations and networks. Please list 2-3 people who would be qualified to comment on the project (We will not necessarily approach them as reviewers but it helps give a sense of how your work fits with current debates)*

**3. The American market**

*What features of the book would help us to market the book in North and/or South America? e.g. American content, references, endorsements.*

**4. International Market**

*What features of the book would help us to market the book in other international territories (where the London office is the commissioning office)? e.g. content, case studies, reference, contributors, preface, foreword, endorsements. Does you book have global appeal? Why?*

# Author information

**1. Your details (title, name and affiliation/job title)**

**2. Biographical note:**

*Please provide a short (up to 50 words) biographical note. For edited volumes please include a list of contributor affiliations (including their job title and institution).*

**3. Additional information**

*Please give any additional information that would be helpful in making our decision e.g. previous books, teaching/research experience (or attach a copy of your CV).*

**4. Websites and social media**  
  
*Please give details of any websites or social media activity relevant for your book and its promotion.*

**4. Contact details**

Work:

a) e-mail:

b) telephone:

c) postal address:

Home:

a) e-mail:

b) telephone:

d) postal address:

PLEASE RETURN TO THE RELEVANT COMMISSIONING EDITOR