

## **BOOK PROPOSAL REQUIREMENT**

### **Title Information**

- Subject discipline
- Tentative title (and subtitle, if any)

### **Primary Author Information (provide for any coauthors as well)**

- Name
- Position and affiliation
- Link to Curriculum vitae and/or biography
- Mailing address
- Phone number
- Email

### **Product Information**

- Type of publication: Textbook/level; monograph; practitioner's guide, etc.
- Overview: Include a brief description of the publication's objective and explain exactly what it will be about. How will your selection, organization, or treatment of the subject encourage readers to buy the publication?
- Table of contents: Include a table of contents indicating chapters and subdivisions within chapters, as well as special materials to be included in the appendixes.
- Sample chapter: If available, please include a sample chapter or more. If you have published other books, attach a list of those materials.
- Abstract.

## **Market Information**

- **Market need:** Explain why there is a need for the proposed publication. Have there been changes in this field to cause a need for it, or is there a gap in the existing literature that needs to be filled?
- **Primary market:** Indicate the audience(s) for this material (e.g., academic/research, graduate students, professionals). Be as specific as possible. If the book is aimed at graduate students, indicate whether it is a primary or supplemental text.
- **Secondary market:** List groups with an occasional need for this material.
- **Sources:** List in order of importance the SIGs and other organizations and professional or trade publications whose members or readers would be likely subscribers.
- **Competition:** List publications that compete with or are similar to the one you propose, describing their weaknesses and strengths and how your publication will be superior. Provide as much data on competitive products as possible (publisher, date written, price, page length, etc.).

## **Manuscript Information**

- How many manuscript pages do you anticipate to fully cover your topic? How many pages of appendixes/bibliography?
- **Electronic product:** Please provide a description of the platform and the interface.
- **Timetable:** Please provide your best estimate for completing and delivering the reviewable draft manuscript.