

# Book Proposal Form

## ABOUT THE AUTHOR / EDITOR(S)

**Name(s):**

**Academic or professional affiliation:**

**Contact number:**

**Email address:**

**Personal website:** *(if applicable)*

**Author biography:** *(if available)*

*Please also attach an up to date CV if possible.*

**Previous publications:** Please list your previous published books, including publisher and any sales detail available.

## ABOUT YOUR BOOK

**Title/Subtitle:**

**Brief summary:** Please provide a succinct summary of your work (40 words max)

**Full book description:** Please provide a full description of your work. Please take into consideration why a new publication on this topic is needed at this time and how your work is designed to meet the need. What is the purpose of the publication? What new contribution does the publication make to the field? (300-500 words)

**Subject / Topic Description:** Please tell us about the topic of the book. This could include new developments in the field or an overview of the subject that the book focuses on.

**Discipline, sub discipline, and keywords:** Please categorize your work based on the most relevant discipline. Examples: Economics/Labor Economics; Psychology/Educational Psychology; Business/Leadership; Sociology/Applied Sociology.

Please also list 5 Keywords that best describe your book.

*Examples: Entrepreneurship; Derivatives; Public Finance; Environmental Policy;*

**Unique sales points:** Please list at least three unique selling points (USP). A USP is a compelling reason for why a customer should buy your book instead of a similar book. Ideally, each point will show how a key feature (e.g., 20 new case studies) leads to a customer benefit (e.g., fast and reliable diagnosis).

**Table of contents:** Please attach or include a table of contents, along with an outline of each chapter or contribution. For an edited book/handbook, please provide a list of possible/probable contributors along with their affiliation.

## **MARKET AND COMPETITION**

**Audience:** Please define your audience by highlighting the appropriate boxes below. Please be realistic – no book will appeal to all markets.

- ☐ Academic Researcher
- ☐ Undergraduate Student
- ☐ Postgraduate Student
- ☐ MBA/Executive Education
- ☐ Practitioner
- ☐ Other (please specify)

Why will your proposal appeal to your chosen audience(s)?

If you believe there to be a strong student market for your book, please specify how they might use the book (core adoption, reading list, library reference etc) and provide full and comprehensive course details.

**Competing titles:** Please list three or more related or competing titles. How does the proposed publication differ from and go beyond each of them?

## **MANUSCRIPT INFORMATION**

**Estimated draft delivery date:**

**Estimated word count:**

**Estimated number of tables/figures:**

**Sample content:** Please include any sample chapters, or draft manuscript (if available).

**Do you plan on including any additional features in the book? These might include questions and answer boxes, ancillary web materials etc.**

## **REVIEW**

We peer review all our content. Please provide the names and email addresses of at least three reviewers who might be willing to provide a detailed and unbiased opinion of the proposal. Please note that we also have an extensive reviewer database and so may or may

not follow up on personal suggestions.

## **MARKETING AND SALES**

In order to get the very best from our books, we encourage close collaboration between our marketing team and our authors to maximize a book's viability and sales. Please provide any detail you can on the following:

- Speaking engagements – will you be speaking on the topic of your book, or on a related topic at any industry or academic events or training programmes?
- Are you a member or affiliated with a professional or academic organization, whose membership might be interested in your Work?
- Do you regularly work or engage with the media on the topic or a related topic of your Work?
- Do you have your own communities/followers with whom you regularly engage? These could include social media, a regular blog or a personal/business website through which you can communicate news of the book.
- Do you publish a newsletter or e-newsletter then indicate frequency of mailings and size of mailing list.
- Are there possibilities for bulk purchases of your book, either through courses, conferences you are involved with or businesses that you are affiliated with? Will you wish to buy copies of the book? We can provide special discounts for author sales and bulk sales.

Please send your completed book proposal form to the relevant Commissioning Editor for your subject area.