NEW BOOK PROPOSAL

**Title of proposal:** Click or tap here to enter text.

**1. Author Details**

**Name:** Click or tap here to enter text.

**Address:** Click or tap here to enter text.

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**Career summary. Please give a half page summary, also listing any activities which relate directly to the writing of this book and detail any other books you have written:**

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**2. Synopsis**

Click or tap here to enter text.

**Key selling points for our sales team**

**What is the single Key Feature or Benefit of the book (which we might term as its *unique selling point*)?**

Click or tap here to enter text.

**3. Table of Contents**

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**4. Manuscript Details**

**Give an indication of the size of your book, preferably in words (otherwise in pages of A4 sized typed processed pages):**

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**Halftones (black and white photographs):**

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**Do you plan to include material in your final manuscript from other sources that for which you do not hold copyright, e.g. photographs or figures from published works, commercial computer programmes? If so, please give preliminary details. Note that it is the author's responsibility to apply for permission to use copyright material.**

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**When do you expect to complete the manuscript?**

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**Please indicate what software will be used for text and for the figures. What format will the figures be saved in (PDF, jpeg, tiff, eps, etc – PDF is our preferred option)? Alternatively, please indicate if the text will be supplied in camera-ready form or as a final PDF.**

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**Will the book need to be in a particular format (e.g. 297 x 210mm) or will a smaller format such as 234 x156mm be suitable?**

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**If this is a textbook, what ancillary items will you supply – Solutions manual? PowerPoint lecture slides? Laboratory exercises: tests/quizzes, case studies?**

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**A clear description of the intended readership is essential. Remember that the core market — those individuals and institutions who will be not only interested but keen enough to buy the book — is a good deal smaller than the total potential readership.**

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**Where will the readership be located geographically?**

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**Will the book be used as a textbook? If so, which courses, at what level, will use it? Please specify likely course titles, and course codes if you have them. Will it be required reading (i.e., an adopted course text) or will it be a recommended and supplementary text?**

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**Will the book be used by professional, industrial or public sector readership? Please list likely job titles of readers and the type of firm or institution in which in which they will be found.**

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**Do you think there is a good chance any societies, associations, companies or other special interest groups will be interested in purchasing bulk copies of the book? Or are there any other special markets?**

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**Sales links:**

**Will the book contain case studies, and if so, how many and for which regions?**

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**6. Competition**

**Which books will your book compete with (as a minimum, the two or three closest books)? Please give title, author, publisher, date and price, and indicate in each case why your book will be better or different. If there are no competing books at all please consider where readers are currently getting their information from – is it from journals, websites, and so on.**

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