

# **Publishing Proposal Form**

## **THE AUTHOR/EDITOR (please delete as appropriate)**

1. Your name, date of birth and nationality (required by the British Library and the Library of Congress)
2. Present and previous positions, with dates, including full current academic affiliation
3. Your e-mail address, personal/institutional webpage (if any) and full postal address.
4. Books and articles written for international publishers, with dates.
5. What are your current research interests?
6. What individuals and theories have particularly influenced you?
7. Please give the names and addresses of two referees who are familiar with and would be qualified to provide an opinion on your work.

## **THE BOOK**

8. Likely title and sub-title of the book.
9. Probable length in words, please. (A typical double line spaced manuscript page runs to 250 words).
10. Number of figures (e.g. graphs, illustrations etc) and tables in the text.
11. Proportion of mathematical setting to whole text (where applicable).
12. Proportion of copyright material, bearing in mind the "fair dealing rule" between publishers, i.e. no charge for a single quote of up to 400 words, or several quotes of up to 800 words, any one not exceeding 300 words.
13. Please confirm that you will include an index and bibliography.

## **THE SYNOPSIS**

14. Please list probable contents in as much detail as possible and supply a description of the scope and aim of the book in at least 250 words. Please try and indicate why you decided to write the book and why you feel there is a need for it. If the book is edited please provide a full list of contributors.
15. Please list any important features - new material or approaches.
16. How much of the typescript is complete and when do you expect to finish the final manuscript?
17. Please inform us if the book has been offered to another publisher at any point. Is the book being offered simultaneously to another publisher?

## **THE MARKET**

18. If intended as a textbook, at either undergraduate or postgraduate level:
- a) On what course(s) would it be used as either a main text or as supplementary reading?
  - b) What books are currently being used for these courses and how does your book compare with them?
19. What is the primary market for the book? Is it a research monograph that will sell primarily to academic libraries? Will it have any appeal to practitioners or policy-makers? Are there any secondary audiences that would be interested in the book?
20. What academic associations and professional organizations would provide highly targeted mailing lists for promoting your book?
21. Please identify any competing or similar books to yours and describe how your book compares to them.
22. What sort of appeal will your book have for the international market? Are there any overseas markets that might be particularly receptive to your book?
23. What would you feel is the permissible price range for the market envisaged?
24. Is the book likely to date very quickly?

## **SUBSIDIARY RIGHTS**

25. Do you think there is a market for the book in translation? If so, please state likely language.

## **PRODUCTION**

26. The majority of our books are typeset in the conventional manner but some authors prefer to retain control of the typesetting and are experienced in preparing high quality laser printed\* camera-ready copy (CRC), in accordance with our guidelines. Please indicate if you would prefer to prepare your manuscript in this way.

## **THANK YOU**

Please return your reply to: John-Paul McDonald at:  
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