

Textbook 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. Please mention if you have contributed to a textbook in the recent past.
5. What are your current research interests?
6. What individuals and theories have particularly influenced you?
7. What courses do you teach and at what level? What textbooks are you currently using for your course? Will you be in a position to adopt your own book for any of these courses? If so, how many students are you expecting, is the course compulsory or elective and when does the course run? Would your project be suitable for the whole, or just part, of the course? Will anyone else at your institution be likely to use your textbook?
8. Please give the names and addresses of two referees who are familiar with and would be qualified to provide an opinion on your work or who teach a similar course and may wish to adopt your textbook

THE BOOK

9. Likely title and sub-title of the book.
10. Probable length in words, please. (A typical double line spaced manuscript page runs to 250 words).
11. Number of figures (e.g. graphs, illustrations etc) and tables in the text. Will you be including photographs?
12. Proportion of mathematical setting to whole text (where applicable).
13. 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.
14. Please confirm that you will include an index.

THE SYNOPSIS

15. 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 500 words. Please try to 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.
16. Please list any important organisational or pedagogical features. - new material or approaches. Include here a description of what makes your project distinctive.
17. Are there any other particular features you plan for the project? For example: exercises, activities or worked examples in the text; boxed or highlighted material; glossary; annotated further reading; etc
18. Do you envisage any ancillary material to accompany the main text? For example: instructor's guide, workbook, companion website etc.? Please provide details.

19. How much of the typescript is complete and when do you expect to finish the final manuscript?
20. 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

21. Is the textbook aimed at undergraduate or postgraduate level?
- a) On what course(s) would it be used as either a main text or as supplementary reading? Please be specific about the level. Please list any institutions you are aware of that run relevant courses, including institutions overseas, provide the course name, the name of the teacher (if known), and indicate for each whether the book would be a candidate for a main text or supplementary text.
- b) What books are currently being used for these courses and how does your book compare with them? Please describe how your book compares to them in terms of content, level and price. Why would someone adopt your book in preference to existing texts?
22. Are there any secondary audiences that would be interested in the book, e.g. academic or practitioner market?
23. 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?
24. What would you feel is the permissible price range for the market envisaged?
25. Is the book likely to date very quickly? How often do you envisage updating the book?

SUBSIDIARY RIGHTS

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

PRODUCTION

27. 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.
*(The Print resolution should be at least 600 dpi.)
28. Are there possible sponsors for this project, and/or plans to place a bulk order against a discount price?

THANK YOU

Please return your reply to: John-Paul McDonald at:
EDWARD ELGAR PUBLISHING LIMITED
The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA UK
TEL: + 44 1242 226934 • FAX: + 44 1242 262111
Email: john-paul@e-elgar.co.uk

Please return your reply to: Alan Sturmer at:
EDWARD ELGAR PUBLISHING INC.
The William Pratt House, 9 Dewey Court, Northampton, MA 01060-3815 USA
Tel: (413) 584-5551 • Fax: (413) 584-9933
Email: asturmer@e-elgar.com