

**Textbook Publishing Proposal Form**

**THE AUTHOR/EDITOR**

# Name:

# Present position, including full academic affiliation:

# Courses taught. What courses do you teach and at what level? Please note the numbers of students taking the course, when the course runs and whether the course is compulsory or elective. What textbooks are you currently using for your course?  Will you be in a position to adopt this book for any of these courses? Would your book be suitable for the whole, or just part, of the course?

# Please supply separate CV including details of previous positions and list of publications.

# THE BOOK

**3. Likely title and sub-title of the book.** Please bear in mind that to maximise sales and citations the title, and chapter titles, need to be 'discoverable' on Internet search engines. They must be concise and include key terms/concepts from the book. We recommend that the main book title closely aligns with the name of the core course or module that the textbook would be used on:

1. **Short description of the book** (in 150 words) that captures the essence of the book and could be used to describe it in promotional material to persuade potential readers to engage with the book. This should be as clear, informative and highlight the key points of interest for the student:
2. **Detailed description of the scope, aim and approach of the book in at least 2 pages.** Please make a clear case for the book, indicating why you decided to write the book and why you feel there is a need for it, how people would use it, and what makes it distinctive. Include also any important features, new material or approaches:
3. **Pedagogical features.** Are there any particular pedagogical 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.
4. **Ancillary material.** Do you envisage any ancillary material will be needed to accompany the main text or will it stand alone? For example: instructor’s guide, workbook, companion website etc.? Please provide details.
5. **Table of contents in full.** Please include chapter sub-headings, target extent, in words, of each chapter, and a short abstract for each chapter describing its content and scope:

NB - If the book is an edited, multi-contributor work please indicate the author for each chapter in the table of contents, and an indication as to the scope and length of the introduction and conclusion. Please also confirm that the editor(s) intend to undertake a thorough peer review of all the completed chapters prior to delivering the final manuscript.

**THE MANUSCRIPT**

1. **Target extent.** Please indicate word count and include all footnotes /endnotes, and references, noting that figures are each calculated at 500 words and tables at 300 words.
2. **Copyright, Figures and Tables.** Please indicate if any material to be included has been previously published, and indicate what percentage. Please confirm the likely number of figures and tables to appear in the final manuscript.
3. **Timing.** How much of the typescript is complete and when do you expect to finish the final manuscript? Please provide an indicative timetable for writing and completing the manuscript.

NB - For authored works please include key milestones for when you expect to finish each chapter in draft and final form. For edited books please indicate when draft and final chapters can expect to be received from contributors, building in time for review of draft chapters.

# THE MARKET

1. **Is the textbook aimed at undergraduate or postgraduate level or both?**

 a) On what course(s) would it be used as a **core** text? Please be specific about the level. Please list any institutions you are aware of that run relevant courses, including institutions worldwide, provide the course name, the name of the teacher (if known). Is there anyone else in your institution who may use the text?

 b) What books are currently being used for these? Please describe how your book compares to them in terms of aims, content, level, pedagogical features and price. Why would someone adopt your book in preference to existing texts?

 c) On which courses may the book be used as supplementary reading?

1. **Secondary readership.** Are there any secondary audiences that would be interested in the book, e.g. academic or practitioner market?
2. **International market.** What sort of appeal will your book have internationally? Are there any markets that might be particularly receptive to your book?
3. **Translations.** Do you think there is a market for the book in translation? If so, please state likely language.
4. **Future editions.** Are you willing to commit to a longer-term revision cycle for the book?
5. **Price.** What would you feel is the permissible price range for the market envisaged?

# ADDITIONAL NOTES

1. **Referees.** 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.
2. **Open Access.** Universities, research funders, and research assessment organisations are now encouraging funded research to be published Open Access. We are actively supporting academia in this transition. Please let us know if this is a requirement and if you have funding that could be used to support this.
3. **Proposal submission.** Please inform us if the book has been offered to another publisher at any point. Is the book being offered simultaneously to another publisher?

# THANK YOU

Please return your reply to:

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| --- | --- |
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