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NEW BOOK PROPOSAL

We are pleased to begin discussions regarding publication of your proposed book.

Please complete the eight section proposal form below and submit it via email along with the following as separate attachments:

- **Curriculum Vitae:** Please provide a full CV for each author or editor giving details of all relevant teaching, research, industrial and professional experience with relevant publications (if any)
- **A sample chapter of between 15-50 pages** (if available)

Please contact Graham Nisbet if you have questions [g.nisbet@elsevier.com]

1. TITLE and AUTHOR INFORMATION

Title and Subtitle	
Please provide the full name, affiliation and permanent mailing address of Author(s) or Editor(s)	
Please include a brief 100 word biography for each Author or Editor	

2. GENERAL DESCRIPTION

Please compose a one-line description of your book.	
How would you describe your book to your audience? Please prepare a short description of the book (100-250 words)	
What would you consider the most important features of your book and related benefits of each for your audience?	#1
	#2
	#3

3. TABLE of CONTENTS

Please include a draft table of contents below. Where relevant, please use subsidiarity to note sections and subsections of each chapter (e.g. 1.; 1.1.; 1.1.1)

4. MARKET and AUDIENCE

<p>5. Please define the main audiences for your book. Please be as specific as possible.</p>	
<p>6. What problems do these audiences face? Does this book help solve these problems?</p>	
<p>7. What is the minimum necessary level of education necessary to use this work?</p>	

5. COMPETITION and RELATED TITLES

Please list a minimum of 3 books that you would consider either a directly 'competitive' (substitution) or 'related' (complementary) title, and briefly describe their strengths, weaknesses and relation to your book. If there are no direct competitors or related titles, please select books which are similar in level, readership and subject area.

8. Competitive and Related Book title with publication year and publisher	Strengths and Weaknesses	Why would the audience purchase your book compared to the competition?
#1		
#2		
#3		

6. MANUSCRIPT INFORMATION

What is the current manuscript status (ideas only, notes, draft

--

chapters, complete draft, and final pages)?	
Which year and month do you plan to deliver the completed manuscript?	
How long is your book in pages / words?	
Do you plan any additional features to be hosted online?	

7. SALES and MARKETING

Please list all societies and organisations directly relevant to this subject	
Please list major conferences relevant to this subject.	
Please list key journals in this area.	
Please list important social media in this area.	
Please list key blogs/on-line platforms in this area.	

8. REVIEWS

Please list five potential reviewers <i>in your target market</i> , with email addresses, who in your view are qualified to give an opinion on your book proposal. Note that at least two of these reviewers should be from the US – our largest English language market.	
#1	
#2	
#3	
#4	
#5	