

Book Proposal Guidelines for Moulik Library

Preparing a proposal that will be seriously evaluated is the first step in developing your project. To ensure that Moulik Library can thoroughly assess the merits of your ideas and arrive at a careful publishing decision, we recommend that your proposal include the following key elements:

PROPOSED TITLE:

NAME AND ADDRESS OF EACH AUTHOR / EDITOR

(In the order in which they should appear in the book)

Name and Affiliation(s)

Address

Tel: (Off):

(Res):

Fax:

Email:

STATUS OF MANUSCRIPT: **Partial**

☐

Complete

☐

a. Will you be able to prepare the text electronically? If so, what software will you be using?

b. Estimated date of completion:
(If manuscript is not complete)

PROSPECTUS

The ideal prospectus is a convincing rationale for the project. It clearly delineates the project's objectives and, most importantly, it tells why your project provides the market with a real alternative to what is already available. A carefully prepared prospectus will explain why you want to undertake the project. It should address these questions/issues:

1. The Market

- What is the market for which your project is intended? Which courses would be the most likely targets and why?
- What is the level (Pass course, Honours, Engineering, post-graduate)?
- Are the intended readers/students primarily majors, non-majors, or both?
- What trends changes in enrollments, course content, or use of pedagogical/ancillary materials are likely to affect the content of your project? Are there any likely to affect the marketing of the project?
- Do you feel there is a market for your project other than the domestic college market? If so, please explain.
- Is your project the primary material for the course or is it a supplement?

2. The Competition

- What are the 3-4 major competitors?
- Why did you choose these as your major competitors?
- How do you intend to position your product with regard to these competitors?
- What are the comparative strengths and vulnerabilities of your project relative to each of the competitors you listed above?
- Are there any significant competitor strengths that are simply so compelling that we will not try to compete with them on those particular points? If so, what are they?

3. The Story - Content

- Imagine that you are addressing the Academic Publishers sales staff for the first time after your project is published. What is the most important message you want them to deliver to instructors? What specific features provide benefits that these instructors can't get from the competitor(s)?
- Will particular types of instructors find your project more appealing than other types? If so, please explain what types and why?
- What distinctive approaches to topic coverage will your project have?

4. The Pedagogy

- Do you plan to use a specific teaching strategy or pedagogical approach/framework?
- How will you implement this approach or these features in the content or format of your project?
- What innovations and competitive advantages are offered by the above?
- What features boxes, cases, built-in study guide, readings, photo essays, and other pedagogical elements do you plan to use?
- Do you plan to develop instructor's manual for the teachers?

Please provide as many details as possible while focusing on those items that are truly unique and support your competitive position.

5. The Schedule

- What is your schedule for completion of a first draft?
- When do you anticipate delivering complete, final, production-ready manuscript for the main text?

ANNOTATED TABLE OF CONTENTS

The preparation of an annotated table of contents will help you to refine your plans for the overall structure and special features, and it will enable editors and reviewers to evaluate the organizational logic and pedagogic strategy. Describe the coverage in each chapter, citing topics that will be unique to your book, what is innovative about the organization, and how your approach is superior to that of the most successful competitors. Particularly useful for each chapter would be a brief rationale for coverage, with objectives, distinguishing characteristics and the reason why this distinctive approach is a competitive advantage.

SAMPLE CHAPTERS

Sample chapters are the heart of a complete proposal. Although the prospectus and annotated table of contents reveal the thinking behind your project, it is the draft chapters that demonstrate whether its potential will be realized. Samples of pedagogical features and all illustrations should be included. These samples are critical to the process we follow in arriving at a publishing decision.

VITA/Web Site

What are your credentials: teaching and research experience; degrees and affiliations; prior publications; special qualifications; awards? Please be sure to provide your mailing address, e-mail address, and telephone numbers. If you have a web site please include the URL.

REVIEWER SUGGESTIONS

Your recommendations for reviewers, whether they are instructors that represent your target audience, authorities in the field, or special topic experts, would be most welcome.