

# The Policy Press

## *Ageing and the lifecourse series*

### Book proposal guidelines

These guidelines are to help you prepare your proposal. They should be read in conjunction with the series rationale. Please supply the following information in approx 6 to 8 pages:

- 1. Author** name and affiliation, telephone, fax and email address.
- 2. Title** and subtitle (where necessary) of your book. Please keep the title simple. Suggestions for alternative titles should be given.
- 3. Synopsis** of the book outlining its scope and content. Please also describe the background to the proposal, for example if the book arises from a funded research project.

Please provide a list of chapter headings and at least one paragraph describing each chapter.

- 4. Aim** of the publication.

What is its topicality/policy/academic/teaching relevance?

How widely is the topic studied?

What features would you highlight as important?

What assumptions underpin this work?

How does it fit with the series as a whole? (see series rationale)

Are there any deliberate omissions?

- 5. Market and readership**

#### **This section is extremely important**

Who would be your main market?

What level is the publication aimed at and what level of knowledge is assumed?

Will the publication have international appeal? If so, where?

Would this be (a) a core text, (b) one of several texts available on the subject, (c) supplementary reading, (d) for individual reference and research or (e) for occasional library use? Please list the relevant courses and modules, giving specific numbers if possible.

Is it aimed at practitioners and/or policy makers?

## **6. Competition**

Please list any competing publications, giving details of author, title, publisher, date and price (do not just give author and title).

How does your book differ from these? What are their strengths and weaknesses?

Are you aware of any potential competitor titles that will be published at or around the same time as your text?

## **7. Timetable**

What would you regard as a realistic date for completion of the typescript?

How quickly is the book likely to date?

## **8. Practical details**

What is the format of your book – eg undergraduate text, postgraduate textbook, research monograph, policy book? Are there any diagrams and illustrations?

What is the estimated word length?

What stage have you reached in preparing the typescript?

## **9. Referees**

Please give three possible referees.

## **10. Author(s)/ editor(s)**

Please include CVs, details of current position, qualifications, publications to date for all authors or editors.

## **Contact details**

Please send your proposal to:

**Judith Phillips**, Department of Applied Social Sciences, University of Wales, Swansea, Singleton Park, Swansea SA2 8PP. Wales, UK

or email [Judith.E.Phillips@swansea.ac.uk](mailto:Judith.E.Phillips@swansea.ac.uk)



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