

## BOOK PROPOSAL GUIDELINES

These guidelines are intended to help you prepare your proposal. Questions are given below to provide you with a starting point.

A well-developed prospectus should be fairly brief (approximately 5-7 pages) and cover the points listed below, preferably (but not necessarily) in the order presented. It is important that the proposal presents a convincing rationale for your publication. It should clearly outline the book's objectives and explain the benefits and advantages it will provide to the intended audience, above and beyond what is currently available.

Please prepare the material carefully. The proposal is your opportunity to present your proposed publication to the publisher and readers, so please check all items you submit.

If you have any questions or would like to discuss your ideas with us first, please contact the relevant editor – you can find contact details on our website – or contact us via [tpp-info@bristol.ac.uk](mailto:tpp-info@bristol.ac.uk), +44 (0)117 331 4054.

**Please provide the following information on your proposal:**

- Proposed working title and sub-title
- Author(s)/editor(s)

### 1 Synopsis and aims

Please include a summary (200-300 words) explaining what your book is about. Outline the publication's *scope and content*, and highlight its *originality*. Think about the following questions:

- What themes, concepts and ideas will you develop?
- What is the book's topicality or academic/teaching /policy/practice relevance?
- What, if any, are the deliberate omissions? And why?
- How widely is the topic studied? Is it at the forefront of current research?
- What is original about the content or your particular approach?

Additionally provide a maximum of five bullet points that explain the most important aspects of your book.

Either as part of the synopsis or as a separate entry, highlight the *aims* of the book. For example:

- Do you want the book to challenge current policy, practice or thinking? If so, who do you want to read this? And why?
- Is the aim of your book to disseminate research or new thinking? If so, who do you want to read this? And why?
- Will your book be a learning resource? If so, how will your book be more appropriate for the needs of students? Why do you want to provide a new textbook or reader in this discipline?
- Will the book fill a gap? If so, why is this publication needed? How are these needs sufficiently important to support a new publication?

## 2 Background information

Please describe the background to the proposal. For example:

- If the work arises out of funded research, when was the research carried out? What, if any, are the funder's dissemination requirements?
- If it was originally devised to support a course, which course and how long have you been teaching in this area?

**If your proposal is for a revised edition:**

- Roughly what percentage of the material will be significantly changed?
- Will the changes mean that the word length of the new edition will be increased or reduced?
- Has your approach to the subject changed considerably from the previous edition? If so, how?

Please also list specific planned changes between the previous and proposed new editions under **Content** (below) and outline how these changes will enhance this new edition.

## 3 Content

Please include a provisional list of contents, with primary subheadings if possible, and a detailed chapter-by-chapter summary (at least one paragraph describing each chapter). This should give a good indication of the publication's development and structure.

Please provide sample chapters or a complete draft if currently available, and clearly mark the material 'draft'.

**If your book is a textbook:**

Please also outline any chapter template(s) that you plan to use.

Provide a list of pedagogical features that will be included, such as case studies, key points boxes, review exercises or further reading.

Think about whether or not you plan to include any accompanying material, such as web/video links, online material or podcasts.

**If your book is an edited collection:**

Provide brief details about the selection criteria for the chapters and authors. Please also outline how the editor(s) will ensure coherence through the book.

- Have chapters been commissioned to create a cohesive book?
- Will contributors work collaboratively, for example sharing drafts, or meeting to discuss overall content of the book?
- Will the editor(s) take a firm editorial hand and work on removing duplication and adding cross-referencing between chapters?

**If your book is a reader or an anthology:**

Provide details about the readings chosen, including the source (if previously published) with as much information as possible.

- Have the readings been previously published or are they to be commissioned for this book? (Or a combination of both?)

Outline your general selection criteria.

- What are the themes or threads that pull these readings together?
- What is included and what is omitted? And why?
- How will your book's content reflect textbooks or other recommended reading in this area?

Please also include an outline of any other content for the reader or anthology. For example:

- Will you be providing introductory material to each section or each reading? How will this material aid the reader's understanding of the main content?
- Will you be using pedagogical features, such as further reading or key learning points?

#### **4 Author information**

Include details of current position, affiliation and full contact details for each author or editor.

Please provide a list of previous publications and other relevant experience, such as teaching or research, or attach current CVs.

Please also provide the nationality of each author/editor.

**If your book is an edited collection:**

Please provide at least names and affiliations for all contributors.

We prefer that you have your contributors on board before taking a final decision on a proposal. If this is not possible, please provide a list of indicative contributors and make it clear in your proposal that potential authors have not yet been approached.

#### **5 Target audience**

Please outline the primary and secondary audiences for your publication. Think of primary audiences as those that *need* this publication, and secondary as those that *might like* to read or *should* read it. As well as the types of reader for your book please also indicate in which disciplines these readers are likely to be.

For example:

- Is the book a research monograph for academic readers? If so, is it likely to be mainly for library purchase?
- Is it a textbook for undergraduate, postgraduate or professional students? (see point 6, below)
- Are there any societies, professional organisations or other groups which might be a significant audience for your book?
- Is there an international market for your book? If so, in which countries or regions specifically?

If this proposal is for a textbook or a reader, please give more information on courses as per the guidelines in point 6, otherwise, please skip to point 7.

#### **6 Course information**

Please provide information about the course(s) for which your textbook or reader will be appropriate. Consider the following:

- For what specific course(s) is your book written?
- Do you know how many of these courses there are? What are typical student numbers on these courses?

- Is the book for a course or module that is optional or compulsory?
- At what level is the content?
- Would your book be for main adoptions or supplementary/recommended reading?
- How has this course changed in recent years, either in content or in teaching practice? What additional changes do you expect in the next two to five years? How will your work address these future developments?
- For what allied disciplines could your book be relevant?

If you can you suggest any lecturers who would be particularly interested in hearing about your textbook, please provide their names and contact details.

## 7 Competition

Please list any competing publications, giving details of date, publisher and price, and an assessment of your book's position against the competition.

- If your book is a textbook, what are the leading texts currently on relevant course reading lists?
- How does your publication fit alongside others on the subject, and how does it differ?
- What are the strengths and weaknesses of the competition?
- Why is your publication more suited to the needs of potential readers? Will it be more comprehensive or more focused? Is it based on original research or new thinking? Is it more up-to-date?

## 8 Typescript information

Please give the estimated total word count (to the nearest 5,000 words) of your book.

Please specify the number and type of illustrations required (photographs, diagrams, maps or tables) and what format/package these can be supplied in.

Please state what stage you have reached in preparing the typescript, particularly if parts of the typescript are already or about to be published elsewhere (for example, as journal articles).

If you will be using a substantial amount of material that is likely to need copyright clearance, please give details.

## 9 Timetable

Please give a realistic schedule for completion of the work and indicate when you hope to see the book published.

- Do you have time set aside, such as a sabbatical, when you plan to work on this project?
- Is the timing of the publication crucial? Should the book tie in with new legislation? Should the book be ready for the start of a new course? Would you ideally like the book to be launched at a certain conference?

## 10 Referees

Please include names and contact details of at least four people whom you would regard as suitably qualified to comment on the proposal.

Please send your Publishing Proposal electronically to the relevant editor or to [tpp-info@bristol.ac.uk](mailto:tpp-info@bristol.ac.uk) and mark FAO Editor for [your subject area].