

Your proposal will be sent out to academics and, if relevant, to practitioners for their comments, so it is important that it includes all the information that reviewers will need to consider. You need not adhere strictly to the order suggested below; these notes are intended only to ensure that your report does not omit anything of importance. Please do not hesitate to contact the relevant editor for assistance or further explanation of what is required at any time while you are preparing your proposal.

Personal Details

Enclose your CV, including qualifications, academic and other career details, present appointment, and a full list of previous publications (including anything due for publication).

Rationale and Approach

Explain the purpose of your book. Why is the book needed? What new approaches do you propose to take? What educational features will you include?

Market

List the qualifications for which the book will be required or recommended reading. Include typical course titles, levels of study, and a quantification of the market size nationally or internationally. Are there any secondary markets? (E.g. post-qualification or practitioner.) How often will the book need to be updated?

Competition

List the main competing titles, and detail the major strengths and weaknesses of these books. (Please do not state that there is no direct competition; this is rarely the case, and seems to imply that there is no real market.) You should list the advantages your book will have over each competing title.

Other Details

State your anticipated price (or price range), length (there are about 500 words on a printed page of text) and number of illustrations. Will the book include any halftones (photographs)? Will colour be used? How long will you need to write the book?

Referees

Please give the names and addresses of at least two people who would be qualified to give an opinion on your work. (We will not necessarily approach these people.)

Sample Text and Contents List

Include a full contents list, explaining briefly what each chapter will cover. Your editor will advise you whether to include a sample chapter so that we can assess your writing style and approach.

Miscellaneous

Please add any other information which you think might be helpful to us in evaluating your proposal.