



PROPOSAL GUIDELINES

A clearly written proposal enables us to best determine whether your book is suitable for our publishing program. Please bear in mind your proposal may be read at various points by a wide selection of people at the press beyond the subject area editor, including marketing, sales, publicity, foreign rights, and production. Being as clear and succinct as possible will help all involved in the process best understand the content and significance of your work.

1. **Proposed title, subtitle:** This will be tentative and is subject to change
2. **Brief Description:** In a paragraph or two, summarize the content of the book and its main argument(s) or thesis. This is your “elevator ride” description,”—that is to say, your chance to explain to someone (including educated non-specialists) in a few minutes what the book is about and to emphasize its “highlights.”
3. **Full Description:** In one to two pages, articulate more substantially the purpose, thesis, approach, and general plan of the book. What key questions or problems does the proposed book address or answer? How will your book contribute to the literature of its field, and in what way is it distinctive?
4. **Proposed Chapter Outline:** Provide a list of chapters, including proposed chapter titles and a brief paragraph describing each chapter’s contents. Please indicate whether any of the material has been previously published.
5. **Author Information:** Provide a brief biography including your current title and affiliation, previous or recent books and any other publications or experiences relevant to your qualifications for writing this book.
6. **Readership:** Give us your sense of the audience for this book. Is it for non-specialist, general readers? If so, on what basis? Is it for scholars? If so, in which fields and subfields? Is it for students? If so, which courses, what level, and how will it be used (as a supplementary or main text)? **Bear in mind that few, if any, books fall into all three of these categories.**
7. **Comparable Books:** Please list a few of the books with which your book is comparable (including title, author, publisher, and year of publication), along with a brief statement as to how your book differs from these. If there is *truly* nothing comparable, feel free to say so, but be absolutely certain (i.e. use Amazon). Feel free to include any *similar* titles that may appeal to the audience you identified above.
8. **Additional Information and Specs:** Include details on the expected length of the manuscript (in either total words, including notes, or double-spaced pages); number of pictures, tables, if any; and your estimated schedule for completing the manuscript. Please let us know if the book has been submitted to other presses, along with any other information you would consider relevant to our consideration of the proposed book.
9. **Other Materials to Include:** **Please attach your full C.V.** If you have **sample material** available (either a draft chapter or other writing sample) it would be helpful to include this as well. **Do not send the entire manuscript unless specifically requested to do so.**